

# The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, MAY 8, 1931

## 26<sup>th</sup>

### Annual Statement

DECEMBER 31, 1930

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Fort Wayne, Indiana



ITS NAME INDICATES ITS CHARACTER

Even  
in  
1930

10%  
GAIN!

*The Lincoln National Life  
Insurance Company  
Fort Wayne, Ind.*

↓  
SEE NEXT PAGE



*The*  
**Lincoln National Life  
 Insurance Company**

Fort Wayne, Indiana

**T**HE institution of life insurance has again demonstrated, as it did in 1918 during the influenza pandemic, that its strength and safety is impregnable and that money invested in life insurance is the safest investment known.

During the past two years altogether too many people have had to turn to their policies of insurance as the only place they could borrow money. Every possible sacrifice should be made to keep policies free from debt and keep them in force. A policy once dropped cannot be replaced except at an increased premium rate, and not at all unless a satisfactory medical examination can be passed. As often before, an adequate amount of legal reserve life insurance has proved to be the greatest anchor of safety the world has ever known.

The year 1930 will probably always stand out as one of the worst in American business history. Thousands of business houses and banks failed, but no life insurance company even wavered, and every policy of legal reserve life insurance increased in value during the year. As a direct result of the panic through which the country has passed, a wave of suicides, accidents, fires, and defalcations has seemingly swept over the entire country at a cost of millions of dollars to insurance companies of all kinds. Twenty-six per cent of all the death claims of the Lincoln Life were from suicides and accidents—over \$2,000,000 in amount. Notwithstanding this extreme fluctuation in mortality—and practically all the large life insurance companies experienced it—the Lincoln Life is one of the fortunate few that showed substantial earnings of over \$600,000. The Company increased its insurance in force over \$78,000,000.

We are proud to present the following statements concerning the business of the Company.

*Arthur F. Hall*  
 President



## A FINANCIAL STATEMENT YOU CAN UNDERSTAND

Financial Condition as of December 31, 1930, as Reported to the Indiana Insurance Department

### ASSETS

#### First Mortgage Loans (Average yield 5.91%) \$48,412,468.11

On farm property \$12,423,269.68 and on city property \$35,989,198.43, the total being appraised at \$132,535,000. Where buildings are a part of the appraisal, fire and other forms of insurance are carried and assigned to this company. In no case is a loan made for more than 60% of the appraised value.

#### \*Bonds (Average yield 5.42%) 2,472,873.65

School District, Municipal, Railroad, Public Utility, and Foreign Government Bonds.

#### \*Preferred Stocks (Average yield 5.48%) 2,041,835.63

Railroad, Public Utility, and Industrials.

#### Real Estate Owned 5,571,228.84

Including Home Office Building, \$2,053,726.

#### Loans Secured by Collateral (at 6%) 426,900.00

#### Loans to Policyholders 11,870,752.23

That the value of a life insurance policy as collateral security is appreciated by our policyholders is evidenced by the fact that we have loaned \$11,870,000 on policies. No loan exceeds the cash value of the policy.

#### Interest Due and Accrued 1,252,123.61

On investments, bank deposits, etc.

#### Net Premiums in Course of Collection 3,047,686.52

These premiums were due but not received at the Home Office on December 31. However, a great part of this amount was in the hands of our cashiers in our 61 branch offices.

#### Cash in Bank and Office 1,142,488.99

Balances are carried in 33 banks throughout the country. \$994,444 of our bank balances was drawing interest. The Company must carry at all times a bank balance of sufficient amount to make prompt payment of death claims and to take advantage of investment opportunities.

#### Net Admitted Assets \$76,238,357.58

\*Note: Detailed list of investments of the Company will be furnished on application to the Home Office of the Company.

### LIABILITIES

#### Policy Reserves \$66,671,362.61

This is the amount which with interest and future premiums will pay all policy claims as they mature. Under the Indiana insurance law the securities in which this money is invested are kept on deposit with the State of Indiana.

#### Additional Policyholders' Funds 436,948.06

Amounts set aside for, or already apportioned to policies in addition to the reserves.

#### Premiums and Interest 618,800.39

Many policyholders take the precaution to pay their premiums in advance to avoid possibility of overlooking them at the due date. Considerable interest on loans is also paid in advance.

#### Reserve for Policy Claims 1,445,578.63

Although we had not received formal Proofs of Death or Disability, we had word, nevertheless, that certain policyholders had died or were entitled to disability benefits. \$1,445,579 has been set aside to pay these claims.

#### Reserve for Taxes 490,317.29

Life insurance companies are very heavily taxed. This amount is set aside for taxes payable in 1931.

#### Reserve for Other Liabilities 166,246.47

Agents' commissions, medical fees, bills not yet presented, etc.

#### Special Reserve 409,104.13

For investment fluctuation and general contingencies.

#### Capital Stock \$2,500,000

#### Unassigned Surplus 3,500,000

#### Surplus to Protect Policyholders 6,000,000.00

Although every liability is cared for in the other amounts set out above, this immense sum of \$6,000,000 lends additional security to policyholders.

#### To Balance Assets \$76,238,357.58

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY, FORT WAYNE, INDIANA

SEE NEXT PAGE





## The Lincoln National Life Insurance Company

Extract from Best's  
Life Insurance Reports—1930

### "MANAGEMENT and REPUTATION"

"The company has had a rapid but conservative growth. . . It has very substantial and reputable backing and is ably managed. Policyholders' surplus is more than sufficient for all contingencies, and the reserve basis is very strong. Expenses are remarkably low. The mortality rate is favorable. Its investments are of excellent quality. . . The policy contracts are on standard forms. The company pays just claims promptly. The rates on the company's non-participating policies are low.

"Our general policyholders' rating of this company is A (excellent)."

## INTERESTING FACTS

### The Lincoln National Life . . . .

Is a strong, safe, aggressive, legal-reserve life insurance company writing all forms of life, endowment, term, juvenile, substandard, and life expectancy insurance and annuities.

Is the only company issuing the famous Emancipator policy, ideal for business and professional men.

Insures women as well as men.

Insures children from age one day up.

Provides insurance for people in hazardous occupations.

Provides opportunity insurance for people physically impaired.

Provides annuities for old-age retirement.

Was a pioneer in juvenile, substandard, salary savings, and other legal reserve forms of insurance now written by progressive companies.

Has had the same continuous, aggressive, able, and conservative management since its organization.

Reached the half-billion mark in less time than any other company, before or since.

Has assets more than doubled in each five years of its history.

Made a world's record for rapid, steady, and continuous increase in size since the time of its organization.

Only 19 American insurance companies had more ordinary insurance in force on December 31, 1930. Only 10 gained more insurance in force during 1930.

Now pays five per cent interest on beneficiary funds left in trust with the Company.

Maintains a special department solely for its policyholders' relations.

Has agencies in 31 states and the District of Columbia.





# The National Underwriter

## LIFE INSURANCE EDITION

Thirty-Fifth Year No. 19

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, MAY 8, 1931

\$3.00 Per Year, 15 Cents a Copy

### Managers to Have All-Day Session

New Feature Arranged for Pittsburgh Meeting of Life Underwriters Association

### YATES ANNOUNCES PLANS

Reports Submitted at Executive Committee Meeting in Atlantic City Show Progress Made

The annual convention of the National Association of Life Underwriters at Pittsburgh will have as a new feature a one-day session for managers and general agents the day before the general gathering, it was announced at the mid-year meeting of the executive committee of the National association in Atlantic City.

In making the announcement, J. W. Yates, Detroit general agent Massachusetts Mutual Life, chairman of the program committee, said this session would be held with the cooperation of the Life Insurance Sales Research Bureau. The chairman of the pre-convention session will be announced later. One evening has heretofore been given over to a session for managers and general agents. These have been under the direct supervision of the Sales Research Bureau.

Other features of the program will be released as they are definitely determined, Mr. Yates said. The theme of the convention will be "Life Insurance, the Structural Steel of Estate Building."

#### Advisory Nominating Committee

President G. E. Lackey announced the advisory nominating committee, with which proposals for nominations are to be filed. P. F. Clark, John Hancock Mutual Life, Boston, is chairman. Other members are A. E. Patterson, Penn Mutual Life, Chicago; C. O. Fisher, Massachusetts Mutual Life, St. Louis; G. C. Wells, Provident Mutual Life, New York, and G. A. Rathbun, Equitable Life of New York, Los Angeles.

The matter of affiliating state life underwriters' associations with the national body, which was brought up at the Toronto convention last year, was referred to a committee appointed by President Lackey: O. Sam Cummings, Kansas City Life, Dallas, chairman; G. C. Wells, Provident Mutual, New York; E. B. Hamlin, National Life of Vermont, Cleveland; J. S. Myrick, Mutual Life of New York, New York City, and S. T. Whatley, Aetna Life, Chicago. Mr. Whatley is chairman of the executive committee and presided at the sessions last week.

#### Educational Department Sought

The establishment of an educational department under a director expert in the fundamentals of life insurance selling was urged by R. B. Hull, managing director and general counsel, and C. V.

(CONTINUED ON PAGE 11)

### National Association May Set New Membership Record

#### HULL SEES BRIGHT OUTLOOK

Report Shows New Departments Launched in Past Year Have Already Proved Their Worth

The National Association of Life Underwriters is likely to close its fiscal year July 1 with a membership record that will not only be the highest in its history but that will stand as an outstanding result in trade association activity the country over, according to the report which R. B. Hull, managing director, made to the executive committee at its meeting in Atlantic City.

"If we do that," Mr. Hull stated, "it will be strong proof of what I have been saying around the country—that American life underwriters are 'way out in front' of any other group of business of professional men, in their keenness of appreciation of real values in business, and of the compelling necessity of sharpening their tools in periods of adversity. If we show, for the second successive year in a period of depression, a healthy numerical growth, it will not only constitute a deserved tribute to the caliber and character of the life insurance agents of the country but it will stand as an outstanding result in trade association activity the country over."

#### Pays Tribute to Lackey

Mr. Hull paid particular tribute to the tireless activity of President G. E. Lackey on behalf of the association, citing examples of what Mr. Lackey has done and reports that have come in from local associations. Next in importance to Mr. Lackey's work Mr. Hull placed the increased interest in and support of the association's work.

Mr. Hull emphasized the success which has attended the work of Mrs. W. S. Pritchard, manager of the newly established department of the American family, and the traveling school, under the leadership of J. E. Bragg. He also referred to the generous response given to the so-called "prosperity plan" launched by the National association and expressed the belief that a substantial contribution has been made through this project to the solution of the problem of business readjustment and recovery.

#### Has Furnished Many Speakers

Reference was made to the work the National association has been doing in furnishing speakers for local associations, sales congresses and "insurance weeks." Inquiry has sometimes been made as to why the association does not have a speakers' bureau. Mr. Hull stated that it is now doing in an informal way all that could be accomplished through such a bureau.

In connection with his recommendation for the establishment of an educational department, he cited the plan launched by the Lansing and Michigan associations for bringing the subject of life insurance before the people of the state through the departments of insurance and public education and the gratifying response of Governor Brucker and other state officials. He stated that the chief problem now is to secure suit-

### A. E. Patterson Urges More Care in Credit Information

#### SHOULD GET ADEQUATE DATA

Chicago General Agent of the Penn Mutual Life and S. T. Whatley Speak at Cincinnati

CINCINNATI, May 7.—S. T. Whatley, Aetna Life general agent in Chicago and ex-president of the National Association of Life Underwriters, and A. E. Patterson, Penn Mutual general agent in Chicago, were the speakers Monday before the Cincinnati general agents' organization. Mr. Patterson said that he believed the present situation in life insurance to be the most serious that has been faced in 25 years. He urged particularly that a plan of time recording in the agency work should be adopted, and that steps be taken to control credit granting. He explained the system which has been installed in his own office to slow down the taking of notes.

#### System Patterson Uses

Whereas agencies formerly had no definite plan for investigating the credit of buyers, his own agency at the present time requires along with any note which may be offered, a complete story giving the credit standing of the applicant. Information called for includes data as to the assets of the applicant, his business position and his ability. In addition to requiring this information on credit standing, at least 60 percent of the first premium must be deposited in cash. These precautions are being taken not only to safeguard the agency in granting of credit but also to protect the company against moral hazards involved in over-insurance of doubtful risks.

Mr. Whatley outlined ten criteria used in his agency in the selection of salesmen. He dwelt also on the method of training salesmen after they are employed.

able literature for such distribution and he urged the hearty support of all the executive committeemen in the preparation of such material, either personally or through enlisting the help of their home offices.

### Small Town Agent Led Whole Country in March

R. M. Smith, agent of the Mutual Life of New York at Peshtigo, Wis., led the entire United States in March for the Mutual Life in paid for business and also in number of lives insured. Mr. Smith's record is phenomenal in that he is located in a town of 1800 and his largest case was \$20,000. His district manager is J. A. Diefenbach at Green Bay. He is connected with the Milwaukee agency of which G. T. Vermillion is manager.

### Southern Ad Men Hold Convention

Leiper Presides at New Orleans Meeting — Larger Expenditures Urged

#### ALL PHASES CONSIDERED

C. S. Smith Commends Insurance Paper Advertising—Debate Advisability of Direct Appeal to Agents

#### By HOWARD J. BURRIDGE

NEW ORLEANS, May 7.—Members of the Insurance Advertising Conference gathered in New Orleans last week for the annual southern regional group meeting. To most of the southern members of the I. A. C. this group meeting in the spring is virtually their annual convention, for the reason that a large number are unable to attend the regular annual meeting in the fall, which is usually held at a point so far from the south as to make a regular attendance difficult. Most of the members of the I. A. C. in the south are with life companies, and for that reason practically 90 percent of the time at the New Orleans meeting was given to a consideration of the advertising problems of the medium sized and small southern life companies.

#### Leiper in Charge

Bart Leiper, Pilot Life, was general chairman and presided at all business sessions. He kept the meeting moving along in business like fashion. W. B. Wisdom, Union Indemnity, and J. W. Murphy, Pan-American Life, were in charge of the local arrangements. After a get-together luncheon and a sight-seeing tour of New Orleans on the first day, the convention got down to business on Friday morning.

#### Cousins on Newspapers

The first speaker was R. P. Cousins, Jr., president San Jacinto Life, who spoke on insurance advertising in newspapers. Mr. Cousins told what newspaper advertising had accomplished in rebuilding the local reputation of the San Jacinto Life. When Mr. Cousins took hold of the affairs of the company a few years ago, it was in rather bad repute, even in Beaumont, its home office city. Mr. Cousins saw as his principal problem the necessity of re-establishing confidence in the company, and he accomplished this through the generous use of display advertisements in the local papers. He said that he was often criticized and "kidded" for buying so much space, but that the use of it had unquestionably restored the company to its proper standing.

"Advertising Through the Actuary's Eye" was discussed by A. E. Babbitt, actuary Lamar Life. He said that in his opinion the life companies are not

(CONTINUED ON PAGE 9)

## Gravity of Suicide Increase Is Indicated by Experience

APPEARS TO BE NO SOLUTION

Staggering Experience of One Representative Company Given—Five-Year Clause Has Little Chance

As the experience of American companies on death claims arising from suicide last year begins to appear, it is made evident that this is now one of the major problems in life underwriting.

One middle western company with upwards of \$200,000,000 in force last year paid out approximately \$900,000 in death claims on admitted suicides. This represented more than 12 percent of the company's total death claims for the year. It is a representative showing because the company does a large reinsurance business. It must be emphasized that the company paid only on those policies which have passed the contestable period.

### Pay on Other Suicides

An additional 12 percent of the total death claims was paid on account of accidental deaths and others which the company is morally certain were suicides but which could not be proved so.

It is stated that the proportion of these probable suicides to accidents in the second bracket was large.

Agitation for legislation in the various states to permit more than the one or two-year suicide clauses now prescribed by law, received impetus from the statement of a well known eastern life insurance actuary that a five-year clause undoubtedly would help a great deal. He said, however, that there appears no possibility of obtaining such legislation.

### Outlook Not Very Good

There are three reasons. One, he says, is that legislators and constituents figure that after a man has paid his premium he is entitled to the protection no matter what the cause of his death; (2) there undoubtedly would be a feeling that if a five-year clause were made permissible the companies would contest all or most of the accidental death claims; (3), the public has a deep seated feeling that any one who kills himself must have been insane to some extent, and therefore since he was not responsible for his act his family or beneficiaries should not be made to suffer.

### Subject Up This Month

The subject is scheduled to receive treatment at the meeting of home office underwriters in Hartford this month, and also at a meeting of the medical section of the American Life Convention in Washington at the same time.

Suicides are continuing at an abnormal rate. Due to a natural process of selection against the life companies, a large proportion of suicides carry some insurance. At present there appears no practical angle from which the life companies can attack the problem.

## New Inheritance Tax Laws

Indiana has passed a law to secure for that state full benefit of the 80 percent credit allowed by the federal government for taxes paid to the various states. North Dakota has provided for reciprocal exemption from taxation of shares of stock in domestic corporations owned by non-resident decedents. Oregon has freed from taxation the proceeds of life insurance payable to beneficiaries other than the estate of the insured. Administrative changes have been effected by New Hampshire and by New York. Delaware has corrected a defect in its transfer tax law, which had been declared invalid because at the time it was presented to the legislature for passage, the bill had failed to state its subject matter.—Estate & Tax News.

## Now in Charge



JOHN A. STEVENSON

John A. Stevenson, who has been elected vice-president of the Penn Mutual Life in full charge of the agency department, is one of the best known field generals in the country. He has been manager of the Penn Mutual home office agency at Philadelphia and will continue in that connection, taking on additional duties. He is a former school man and at one time was principal of a high school in Olney, Ill. Later he was a lecturer at the University of Wisconsin and then was assistant professor of secondary education and director of the summer session at the University of Illinois. He became director of the old school of life insurance salesmanship at Carnegie and in 1920 joined the Equitable of New York. In 1928 he took charge of the home office agency of the Penn Mutual. He is a man of dynamic energy and great ability.

## E. A. Kelloway Resigns

E. A. Kelloway has resigned as manager of the northern California office of the Canada Life. He is succeeded by Stanley Scott, who has been with the company at San Francisco for the past year, formerly for six months with the company at Portland. Mr. Kelloway is taking an extended vacation trip through the east. He is a member of the executive committee of the San Francisco Life Underwriters Association.

## Stress American Family's Need for Full Program of Protection

The need of the American family for an adequate program of life, disability and accident insurance for the breadwinner was strongly emphasized by R. C. Stephenson, president American Bankers' Association, in his address at the meeting of the U. S. Chamber of Commerce, held at Atlantic City last week.

Julius Barnes, chairman of the national chamber, also mentioned life insurance as an indication of what could be done by private enterprise as distinguished from doles and programs of state aid, for which there has been considerable agitation recently.

### Stephenson's Comment

"It is here that the traditional American individualism asserts itself," Mr. Stephenson said. "The individual determination to provide against sickness, accident, and death by insurance must be asserted before indulgences in extra comforts and luxuries are given place

## "Par Month" Goes Over Big in Equitable of New York

CENTRAL DEPARTMENT DRIVE

Approximately \$25,000,000 Reported in Campaign Honoring President  
Parkinson—Dinner May 14

The "Par for Parkinson" campaign staged in April by the central department of the Equitable Life of New York, honoring President T. I. Parkinson, was highly successful. The quota set was one application by each agent in the department. If any agent failed to get an app he made it impossible for the agency to have a 100 percent record.

Practically all of the many agencies in the department recorded at least 100 percent participation. The Nelson agency at Des Moines got over 200 percent up to April 19 and it was expected would reach nearly 300 percent for the month. The Courtenay Barber agency in Chicago had about 500 percent.

### Many 100 Percenters

Among the Chicago agencies well over 100 percent were the Berls, Kemp, Hobbs, Lustgarten, Sacks and Kerber agencies. It was apparent the department wrote a good \$25,000,000 in the month. Chicago agencies sent in \$6,300,000. Homer Rogers, agency manager at Indianapolis, reported \$2,500,000, giving that office first place in the department.

W. L. Gottschall, unit manager in the Kellogg agency, Chicago, personally paid for 29½ apps for \$102,000 total, or well over one every working day.

The campaign will be formally closed with a luncheon of Chicago agencies at the Palmer House May 14, at which President Parkinson will speak, presided over by William Rothaermel, superintendent of agents of the department.

### Dinner for Honor Agents

A dinner will be held that evening attended by honor agents from the entire department. President Parkinson will speak. R. M. Ryan, agency manager at Detroit, is president of the Central Managers Association, under whose auspices the campaign was waged, and will preside.

The Lustgarten agency set a new mark in paid production with \$1,414,958 for \$47,013 premiums, the second month this agency has led all Equitable agencies in Illinois.

The success of the agency is due in a large degree to the continuous effort

## Applications From 393 for Next C. L. U. Examinations

FINAL FILING DATE MAY 15

American College of Life Underwriters  
Reports on Activities of 40  
Study Groups

By May 1, 393 underwriters had qualified to take the C. L. U. examinations which are to be held June 18-20. May 15 is the final filing date.

The American College of Life Underwriters, gathering information about 40 C. L. U. study groups, reports that 56 of the 107 teachers in these classes are faculty members of colleges and universities. There are 28 chartered life underwriters acting as instructors and 23 who do not possess that designation.

Some of the groups provide primary preparation in particular subjects. Any underwriter who has a high school education may be admitted to these groups. Members of review classes must have had previous training in the subjects covered.

Of the 694 members of the 40 groups, 232 are college graduates, while 168 have had some higher educational training. The groups average, in number of members between 17 and 18. The number of sessions, which are usually two hours in length, vary in number between 20 and 75. Most of the candidates plan to take the examinations by installment, only about one-fifth of the number planning to take the entire series this year.

in developing new men. No agent is permitted to solicit until he has a good knowledge of the business and he is required to pledge himself to a definite amount of study every day.

## Notable Speakers at Sales Congress in Washington

WASHINGTON, May 7.—The joint sales congress of the District of Columbia and Baltimore Life Underwriters Associations was held here today, with nearly 500 in attendance. A number of fiduciary officers of Washington and Baltimore banks were guests, the fiduciary section of the District of Columbia Bankers Association cooperating in making arrangements for the conference. At the morning session J. H. Snyder, president of the District of Columbia association presided, while President G. A. Myers of the Baltimore association presided in the afternoon.

Speakers included Jerome Clark, superintendent of agencies Union Central Life; V. B. Coffin, educational director Penn Mutual Life; R. G. Engelsman, general agent Penn Mutual Life, New York City; R. B. Hull, managing director, National association; A. R. Jaqua, associate editor Diamond Life Bulletin; V. W. Kenney, general agent Connecticut Mutual Life, and Joshua Evans, Jr., president District National Bank of Washington.

## Paul Revere Life Licensed

The Paul Revere Life, which has been licensed in Illinois, is affiliated with the Massachusetts Protective of Worcester, Mass., and will operate through the latter's agencies. The Paul Revere is now licensed in all the states, Hawaii, Alaska and the District of Columbia.

## Loans Cut Down Proceeds

Net proceeds, after loans were deducted, of the life insurance of Walter S. Dickey, wealthy Kansas City businessman, who died recently, totaled only \$543,266, although he was reputed to carry life insurance in excess of \$1,000,000.



## Extra Dividend Ruling Withdrawn in New York

ALBANY, May 7.—The New York insurance department has withdrawn its ruling of July 9, 1925, regarding the payment of extra dividends on life insurance policies. "Section 87, New York insurance law," Superintendent Van Schaick says, "specifically permits a life company to accumulate a contingency reserve which, in the case of the larger life companies, may amount to 10 percent of the aggregate value of their policies. It is my opinion that Section 83 requiring dividends to be paid annually and not otherwise must be read in connection with the above provisions. Accordingly this department will not object to a company paying extra dividends at regular or irregular intervals unless there is good evidence to show that the ruling is being used as a subterfuge for the distribution of surplus earnings by means of deferred and not annual dividends."

The attorney-general of New York has upheld the insurance department's withdrawal of approval of all single premium annuity policy forms providing for the return of the entire premium (less a small expense charge) in case of death or surrender.

## McCallum Agency Manager of the Agricultural Life

W. J. McCallum, who has been agency manager of the National Fidelity Life of Kansas City, has been appointed vice-president and agency manager of the Agricultural Life of Bay City, Mich., the headquarters of which were recently moved to Detroit. Mr. McCallum succeeds Lloyd Damron, who resigned early this year.

Mr. McCallum was at one time vice-president and superintendent of agents of the Bankers National Life of New Jersey.

The Agricultural Life also announces the appointment of C. F. Lundquist of Chicago as agency secretary and supervisor. Mr. Lundquist has had experience with the New York Life, Mutual Trust Life and Connecticut General.

## Field Advisory Committee Meets

The first meeting of the newly organized field advisory committee of the Western & Southern Life was held at the home office May 4. This committee consists of Superintendents E. L. Clair, Detroit; L. F. Mackley, Toledo; C. F. Brawley, Norwood, O.; J. H. Robson, Charleston, W. Va.; V. C. Neal, Cleveland; E. D. Porter, New Castle, Pa.; W. H. Sandweg, St. Louis; W. C. Whitney, Chicago; and C. J. Holloway, Richmond.

## Immense Sums Paid to Insurance Policyholders

HARTFORD, May 7. — The American public is paid \$108 every second of the day and night by insurance companies, according to C. T. Hubbard, assistant secretary of the Automobile, who spoke before the Purchasing Agents Association here. This amount reached \$3,400,000,000 in 1930 and represented loss claims paid policyholders by the fire, life and casualty companies. He said in part: "The insurance companies perform three major activities which are outstanding above all of their other accomplishments and contributions: The conservation of property from loss by fire, the prevention of accidents in industry and the prolongation of human life."

## Members of A. L. C. Gain in Insurance in Force, Assets

### JUDGE ELLIOTT IN REPORT

Convention Companies Have \$27,889,087,597 in Force; \$4,065,329,082 Admitted Assets

The 140 member companies of the American Life Convention in the United States and Canada, closed 1930 with \$27,889,087,597 of insurance in force compared with \$26,511,733,651 Dec. 31, 1929, according to the report of B. K. Elliott, general counsel. Figures of the Home Life, Ark., are not included although that company is being reinsured by the Central States Life of St. Louis, a member of the convention.

The convention companies closed 1930 with admitted assets of \$4,065,329,082, an increase of \$281,460,761 over the 1929 total. The 1929 total was \$388,758,225 above that for 1928, so that in two years the American Life Convention companies have increased their admitted assets by \$670,218,986 and gained a total of \$3,710,057,542 of insurance in force.

This year's report reveals that the convention companies now have \$1,434,704,373 of weekly premium industrial insurance in force in the United States.

The convention companies are domiciled in 37 states, the District of Columbia, Ontario and Quebec.

## N. Y. Sales Congress Program

"Selling Life Insurance in the New Business Era" Theme of Syracuse Session May 22

"Selling Life Insurance in the New Business Era," is the theme of the sales congress of the New York State Association of Life Underwriters in Syracuse, May 22. Between 750 and 1,000 are expected to attend, according to W. B. Stark, president of the Syracuse association and chairman of the program committee. A program featuring much notable talent has been arranged as follows:

Call to order, Elmer Beesley, State Mutual, chairman congress committee. Singing led by W. S. Hawkins, Massachusetts Mutual, Rochester.

Address of Welcome, Wm. B. Stark, Home Life of N. Y., president Syracuse Association.

Introduction of Sidney Wertimer, Prudential, president N. Y. State Association.

G. G. Terriberry, Mutual Benefit, New York City, "Prospecting in the New Business Era."

H. L. Amber, vice-president Berkshire Life, "Planning for the Interview in the New Business Era."

Singing led by J. M. Douglas, State Mutual, Utica.

Julian Myrick, Mutual Life of N. Y., New York City, "Recent Legislation."

Address, George Van Schaick, commissioner of insurance, New York.

J. A. Fulton, president Home Life of N. Y., "The Life Insurance Salesman Looks Ahead."

Adjournment for luncheon, Syracuse Hotel.

L. B. Boulware, Syracuse Washing Machine Corporation, "The Salesman in the New Business Era."

Open forum—Conducted by Vincent Coffin, educational director, Penn Mutual, assisted by Leon Gilbert Simon, Equitable of N. Y., New York City, and Ralph Engelsman, Penn Mutual, New York City, discussion and actual selling demonstrations.

## Routt With Kansas City Life

C. S. Routt of Detroit has been appointed home office agency supervisor for the Kansas City Life, and will cover the north central states, with headquarters in Detroit.

## Chicago Association Presidential Nominee



A. E. PATTERSON

A. E. Patterson, general agent for the Penn Mutual, is the selection of the nominating committee of the Chicago Association of Life Underwriters to succeed H. T. Wright, Equitable Life of New York as president. The selection was announced following a gathering of the nominating committee Wednesday afternoon of which S. T. Chase, Connecticut Mutual, is chairman. The annual meeting is to be held in June.

For senior vice-president the official nominee is J. R. Hastie, Mutual Life of New York, and for second vice-president, R. L. Davis, Union Central. R. J. Weise, State Mutual, was picked for reelection as treasurer.

Mr. Wright automatically becomes chairman of the advisory board, which is composed of past presidents, who are still members of the association. T. G. Murrell of Fred S. James & Co., was picked for reelection as director. He was appointed six months ago to fill the unexpired term of Frank Wigginton, who went to Pittsburgh for the State Mutual. C. F. Axelson, Northwestern Mutual, holds over as national committeeman. Holdover directors are P. W. Cook, Mutual Benefit; P. G. Dallwig, New England Mutual; T. F. Lawrence, Reliance; O. E. Seiler, Marsh & McLennan, and M. A. Zitzmann, Missouri State Life.

The six new nominees for directors are: S. A. Kent, Prudential; Ben H. Badenoch, Northwestern Mutual; Jens Smith, Pacific Mutual; Dan H. Bailey, New York Life; P. B. Hobbs, Equitable, N. Y.; William Liscomb, Bankers Life, Nebr.

## Magazine Writer Is Critic of Companies on Lapsation

A writer in the business magazine "Fortune" is critical of the insurance companies as to lapsation, but he presents a fair analysis of how the rates are composed and concludes that the cost is not excessive. The writer points out that of every 100 policyholders whose insurance ended in 1929, only nine died. There were 67 surrenders or lapses. Twenty term policies were concluded and four received payments on matured endowments. He concludes from this that, although the country is carrying nearly \$1,000 per capita insurance, it will "come out at less than \$200 per corpse."

The writer blames the policyholder for the lapse situation, but he declares that the companies are too complacent and are doing nothing about it. Insurance men will certainly take issue with that statement.

## Life Insurance Counsel to Hold Semi-Annual Meeting

### PROGRAM IS NOW ANNOUNCED

George B. Young of the National Life of Vermont Will Preside Over the Sessions

The semi-annual meeting of the Association of Life Insurance Counsel will be held at White Sulphur Springs, W. Va., May 25-26. George B. Young of the National Life of Vermont is president. On the afternoon of the second day there will be a round table discussion on investment problems led by H. H. Bottome, general counsel New York Life. C. B. Bradley, general solicitor of the Prudential, will read a paper, "The Function of Counsel in the Protection of Life Insurance Investments," at the general session. H. W. Kacy, counsel Acacia Mutual Life, will speak on "Establishment of Cause of Death by Introduction of Certificates Issued by Bureaus of Vital Statistics." A. S. Lytton, assistant general counsel Security Life of Chicago, will speak on "Admissibility of Declarations of the Insured As Against the Beneficiary." Vaughn Miller, general counsel Volunteer State Life, will speak on "Aeronautic Risks in Life Insurance." W. E. Monk, general counsel Massachusetts Mutual Life, will speak on "Observations as to the Application of Federal Tax Laws to Insurance Contracts and Their Proceeds." J. V. Oxtoby of Detroit, counsel National Life U. S. A., will speak on "Life Insurance Law of Michigan."

## New Commissioner Named

Judge W. C. Walsh Is Appointed Head of the State Insurance Department in Maryland

BALTIMORE, May 7.—William C. Walsh of Cumberland, former chief judge of the fourth judicial circuit, is named by Governor Ritchie as insurance commissioner, succeeding Harrison Rider, who has been commissioner for the past two years. Mr. Walsh's term, for four years, began May 4. In 1924 he was appointed by Governor Ritchie to fill an unexpired term of two years as chief judge of the fourth judicial circuit, which embraces western Maryland. Prior to that he served as an associate judge in the same circuit for several months in 1921 by appointment, relinquishing the office when a successor was elected. In 1926, when the two-year term for which he was appointed was about to expire, he became a candidate for election to the office, but was unsuccessful.

The removal of Mr. Rider from the post had been expected in political circles for several months, because of his prominence in the movement against the Ritchie fourth-term boom as a supporter of State Senator McIntosh.

## Woods Company Has Record April

The Edward A. Woods Company of Pittsburgh reported April as the best month of the year with 1,674 applications written for \$11,612,833. The last week, when special emphasis was given to annuities, showed a total of 220 applications for \$4,500,000.

## National Underwriter in Its New Location

The New York City office of THE NATIONAL UNDERWRITER is now moved to 123 William street, the new telephone number being Beekman 3-3958 and 3959. The business and editorial departments are now in the new location.





Nylic Agents paid for \$900,897,700 of new insurance in 1930. Of this total 97.1 per cent was on Life and Endowment forms; only 2.9 per cent was Term insurance. These ratios, particularly in the present economic situation, demonstrate that Nylic Agents are successfully trained to sell the more substantial forms of insurance.

#### NEW YORK LIFE INSURANCE COMPANY

51, Madison Avenue, Madison Square  
New York, N. Y.

## NEWS OF THE COMPANIES

### Hughes Is Made President Thompson Succeeds Brimstin

**Well Known Insurance Executive Is the New Head of the Wisconsin Standard Life**

H. B. Hughes, executive vice-president of the Wisconsin Standard Life of Monroe, Wis., has been elected president and general manager. He succeeds G. W. Wilkinson, who has held the presidency since the company was organized in 1928. Mr. Hughes was active in promoting the Wisconsin Standard. For the last eight years he has been also an official of the Wisconsin Automobile of Monroe, first being special agent, later superintendent of agencies and last year vice-president. He has resigned his office with the Wisconsin Automobile to give all his time to the Wisconsin Standard Life.

P. N. Snodgrass is vice-president and general counsel of the Wisconsin Standard; C. L. Stillman, secretary, and Dr. C. W. Bennett, treasurer. E. B. Lewis, who has been a director, has been appointed assistant secretary. The Wisconsin Standard Life is a well managed institution.

### Veterans National Licensed

The Veterans' National Life of Columbus has been licensed by the Ohio department. The company will write fraternal beneficiary insurance only on veterans of the world war and their families. Complying with the requirements of the Ohio laws, it already has written insurance on 500 lives for \$1,000 each and collected the first month's premium. Emerson Taylor is president and Roger H. Myers, secretary.

### Takes Over Three Companies

The National Defense Life of Washington, D. C., which is being liquidated, has had its business reinsured in the Our Home Life of Washington, D. C. The Our Home Life has reinsured the Virginia Mutual Life of Richmond, Va., and the Union National Life of St. Petersburg, Fla.

### United Mutual Life Extending

The United Mutual Life with home office at 941 North Meridian street, Indianapolis, which succeeds to the insurance department of the Knights of Pythias, is licensed in a number of states. It has adopted the general agency system in operating. The company is making very favorable progress.

### Brock with Northwestern L. & A.

E. Clay Brock, former general agent of the Aetna Life at Seattle, has been elected vice-president of the Northwestern Life & Accident of that city. He became an agent for the Aetna Life at Seattle in January, 1924. He was transferred to Springfield, Mass., as general agent in western Massachusetts. Then in 1930 he was sent back to Seattle as general agent in western Washington. T. C. Brownlee is president of the Northwestern and its guiding hand.

### Dr. Woodford Advanced

Dr. G. E. Woodford has been appointed associate medical director of the Home Life of New York. He has been assistant medical director since 1929.

### Second Best April

With a volume of \$6,062,830, the Northwestern National Life reports the second best April in its history, the best having been April, 1930. The April, 1931, production was \$900,000 greater than the April, 1929, production.

The Franklin Life of Illinois has withdrawn from New Jersey.

**Secretary of Federal Life, Chicago, Who Was with Company 30 Years, Quits**

W. E. Brimstin, secretary and associate actuary of the Federal Life, Chicago, who has been with the company over 30 years, has resigned. A. R. Thompson, assistant secretary and associate actuary, has been elected secretary by the directors and continues as associate actuary. Mr. Brimstin started as a clerk, later became assistant secretary, and has been secretary some 15 years. Mr. Thompson has been ten years with the company, having started in the actuarial department.

Mr. Thompson now has charge of the actuarial department, which is being reorganized to some extent along with the accident and health department for closer cooperation between all divisions of the company.

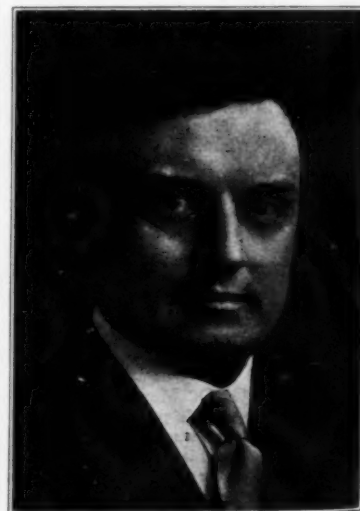
### Negro Companies Progress

The Commission on Inter-Racial Cooperation of Atlanta announces that 26 of the 52 Negro life insurance companies in the United States, which have replied to a questionnaire of the National Negro Insurance Association, report more than \$200,000,000 insurance in force with 1,163,818 policies, capital and surplus of about \$2,500,000, annual income in excess of \$13,000,000. Twenty-five of the companies reporting employ 175 officers, 1,117 office employees, 4,395 agents, and 1,692 medical examiners.

Last year there was a decrease among the 26 companies of \$85,546,073 in volume and 745,721 policies were lapsed. There were 871,352 policies written.

Dr. C. J. Rockwell, life insurance lecturer, has moved his office to 6 North Michigan avenue, Chicago.

### Made Director



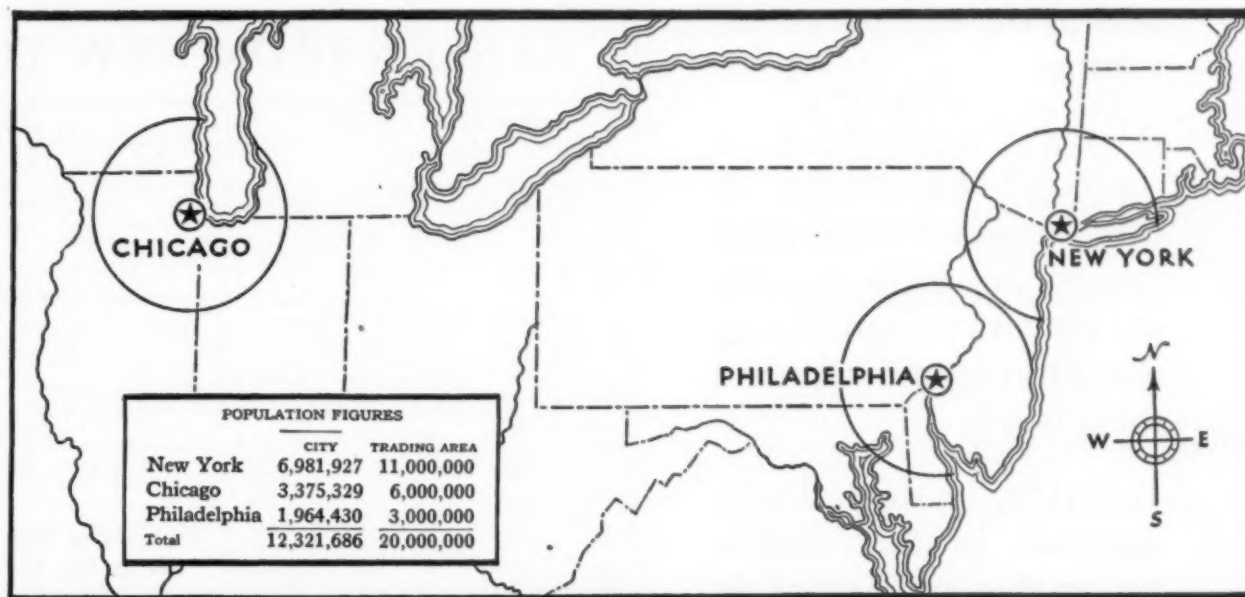
LEE J. DOUGHERTY

President L. J. Dougherty of the Guaranty Life of Davenport was elected a director of the United States Chamber of Commerce at its annual meeting, representing the sixth geographical district. He had no opposition. Mr. Dougherty is a former president of the American Life Convention and is one of the important cogs in its machinery. He is a past president of the Davenport chamber of commerce. Mr. Dougherty is a director of the American Commercial Savings Bank of his city.

# HOME LIFE INSURANCE COMPANY

CITY HALL SQUARE · NEW YORK CITY

## Unique Opportunities Now Exist In these Three Centers of Population



## A Field of One-Sixth the Nation

**I**T is now possible for the ambitious man in New York, Chicago and Philadelphia territory to start a general agency, even though his resources do not enable him to undertake immediately the large operations customary in metropolitan centers.

In these three centers of population, the Home Life has set up a unique system by which the most burdensome part of agency detail is eliminated.

The Company has established central clearing houses for premium collection, thus eliminating that costly and bulky item from the general agent's time and expense budget. The general agents are left free to devote themselves to that mixture of personal and personnel work which is best suited to their temperament.

The financial problem is simplified. The necessity for large growth in a short time is eliminated. And yet these men have a complete general agency opportunity under a liberal contract, guaranteeing vested renewals and with an adequate expense arrangement.

By this plan the Home Life is assuring the opportunity for advancement to all members of its agency organization who have the ambition and the ability.

Men in metropolitan centers need no longer wait years for an agency to become vacant or to accumulate resources necessary to a large agency development.

The opportunity is here. It is immediate. It is ready for the man as soon as he has qualified for it.

# A COMPANY OF OPPORTUNITY



## Men with Three "I's"---

Intelligence, Initiative and Industry are three prime requisites to success in the sale of life insurance.

A man must have a thorough knowledge of the business. He must possess an ability to initiate new ways of applying that knowledge. And he must work.

Industry, systematically applied, is the motive power that makes the first two "I's" effective.

The Missouri State Life is proud of its growing number of Three "I" men. The Company's remarkable growth is the result of this three "I" force in its Agency Organization.

In 15 years from One Hundred Million to

**A BILLION AND A QUARTER**  
of insurance in force



## MISSOURI STATE LIFE INSURANCE COMPANY

HILLSMAN TAYLOR, President  
ST. LOUIS

THE PROGRESSIVE COMPANY

## Expression of Faith Is Made As to the Life Insurance Business

Theodore M. Riehle of the Equitable Life of New York in New York City who issued the call to arms to life insurance men for May to bring production up to level has now added an expression of faith in life insurance. It is: "There is no doubt about the nature of the future of the life insurance business. Let there be belief in unlimited progress—the continuous fulfillment of the greatest economic idea in the history of the world to a position of commanding authority, concretely—invaluable faith in the institution of life insurance, in the ability of the undistin-

guished masses of life underwriters of the United States and Canada, to meet by competent methods the needs and wants raised in the flow of time—a faith as well as a business. A faith, also in the efficacy of life insurance as the perfect instrument to solve economic problems, moving from one triumph to another, overcoming the exhaustion of ordinary resources, energy—death itself, ever effecting a wider distribution of its blessings and through the cumulative forces of practical and emotional reactions, to fulfill its endless destiny. "It is the dawn, not the dusk."

## AS SEEN FROM NEW YORK

### MYRICK AGENCY IN LEAD

The J. S. Myrick agency of the Mutual Life of New York led the New York agencies last month and for the first four months of the year in production of new ordinary business. Figures for Mr. Myrick's office and for a number of other leading New York agencies follow:

	1931	1930
J. S. Myrick, Mutual Life, N. Y.:		
April .....	\$ 4,014,000	\$ 4,446,000
Year to date .....	14,515,000	18,203,000
C. B. Knight, Inc., Union Central Life:		
April .....	5,320,660	2,350,000
Year to date .....	12,275,000	12,397,000
Johnson & Higgins, Prudential and Home Life:		
April .....	2,139,000	3,197,000
Year to date .....	10,386,000	8,603,000
R. H. Keffer, Aetna Life:		
April .....	2,776,000	3,016,000
Year to date .....	9,322,000	14,162,000
C. E. DeLong, Mutual Benefit:		
April .....	2,096,000	3,483,500
Year to date .....	8,727,000	12,732,000
P. R. Garrison, Prudential:		
April .....	2,381,000	1,855,000
Year to date .....	8,233,000	9,944,000
J. E. Hall, Penn Mutual:		
April .....	2,118,000	3,259,000
Year to date .....	7,945,000	13,513,000
Keane-Patterson, Massachusetts Mutual:		
April .....	1,666,000	1,875,000
Year to date .....	7,415,000	6,819,000
J. M. Frazer, Connecticut Mutual:		
April .....	2,088,000	2,548,000
Year to date .....	7,461,000	9,258,000
J. A. McNulty, Prudential:		
April .....	841,375	914,000
Year to date .....	4,525,000	2,276,000
Allen & Schmidt, New England Mutual:		
April .....	1,001,000	602,000
Year to date .....	3,089,000	2,346,500
Stewart, Hencken & Will, Prudential:		
April .....	941,000	773,000
Year to date .....	3,260,000	4,598,000

### GRAHAM AGENCY AHEAD

The J. P. Graham, Jr., agency of the Aetna Life closed its fiscal year May 1 with an increase of 65 percent in paid business over the first year of its existence. The first four months this year showed a 100 percent increase over the corresponding period of 1930. The agency has submitted more than \$3,000,000 new business so far this year and ranks first among all Aetna agencies in percentage of net gain on new business.

\*\*\*

### BEARDSLEE OFFICE GROWS

L. E. Beardslee, recently appointed general agent of the Brooklyn National Life in Manhattan, has increased the size of his office to take care of the requirements of the rapidly expanding business of the agency.

\*\*\*

### ACTUARIAL SOCIETY MEETING

The Actuarial Society of America is to hold its annual meeting May 21-22 at the Hotel Roosevelt in New York.

\*\*\*

### WOFFORD FETED AT LUNCHEON

H. L. Wofford, new manager of the Manhattan ordinary agency of the Prudential, was the guest of honor at a company luncheon in New York Thursday. Managers of Prudential ordinary agencies in New York and Brooklyn

had an opportunity to become better acquainted with Mr. Wofford. The home office was represented by Sayre McLeod, supervisor of the ordinary department. P. R. Garrison, manager of the 217 Broadway office, was in charge of arrangements.

### Country Life Shows Gain

With a total written business of more than \$2,000,000, L. A. Williams, general manager of the Country Life of Chicago, reports a 57 percent increase in April over March, as well as a 57 percent increase over April, 1930.

The Country Life has moved into larger quarters on the same floor—the 12th—in the Transportation building.

### E. Chester Sparver Goes With the Reliance Life



E. CHESTER SPARVER

E. Chester Sparver, assistant superintendent of agencies of the Connecticut Mutual Life, has been chosen director of agencies of the Reliance Life of Pittsburgh, and will make his headquarters at the head office. He has had 15 years' experience in life insurance sales and organization work. He is a native of Harrisburg, Pa., and graduated from Pennsylvania State College. He entered the life field as an agent in 1916 at Scranton, Pa. On returning from the war he became supervisor of agents for the Connecticut Mutual in Scranton. In 1922 he went to the head office and as a member of the agency department had charge of sales promotion, advertising and publicity. Later he was appointed assistant superintendent of agencies. He directed the course in salesmanship in the Hillyer Institute in Hartford.



## Southern Ad Men Hold Convention

(CONTINUED FROM PAGE 3)

spending enough money in advertising to the public. He pointed out that other large advertisers are spending anywhere from 10 to 15 percent of their gross receipts in advertising. He cited some figures on the large national advertisers. In the life insurance business, the companies are spending a total of from 1 to 3 percent of their new premiums for all kinds of advertising, and less than .5 percent of their total premium income. He asserted that the life companies are lagging behind in their advertising expenditures, and that larger advertising budgets could be made to pay just as they have been by the manufacturers of nationally distributed products.

### Public Relations Aspect

L. A. Jacobs, director of public relations Southland Life, discussed the public relations aspect of life insurance. He said that broadly speaking life insurance advertising decreases sales resistance, conserves business, and eliminates or reduces burdensome legislation. Mr. Jacobs contended that life companies should direct more of their advertising appeal to women. He pointed out that women control 53 percent of the national wealth, but do not know about life insurance. He explained that he had recently written an article about life insurance for one of the large southern magazines circulating principally among women, and that the article had brought more inquiries for further information than any published in recent years by that particular magazine. The public utility companies have long ago learned the value of maintaining the proper public relations. Mr. Jacobs recently addressed a questionnaire to 125 public utility companies, and as a result found that 119 have public relations departments operating quite extensively, and that only five have not.

### House Magazines

C. C. Fleming, editor of publications Life of Virginia, spoke on house magazines and the difficulties that their editors encounter in getting contributions from field men. He said that routine correspondence will not get the results. A regular and extensive exchange of personal letters is necessary. Definite subjects must be assigned. Mr. Fleming read the results of a symposium from four house magazine editors, one of whom contended that lavish credit must be given, the name of the contributor shown in big type and his photograph carried with the story. Mr. Fleming is a recognized authority on house magazines, and is unusually well informed on all phases of make-up, typography, layout, etc.

### Double Duty Advertising

T. J. Hammer, director of agency service Protective Life, spoke on "Making Your Advertising do Double Duty." Mr. Hammer said that newspaper advertisements should be run in such a size as to permit their being reprinted for circulars, letter enclosures, canvassing documents, etc. He said that considerable money can be wasted if careful thought is not given to the various forms in which one piece of copy may be used. Mr. Hammer displayed and discussed examples of how the Protective Life has made one piece of copy serve in numerous ways.

Printing problems of various kinds were commented on by J. C. Small, advertising manager Continental Life of St. Louis. He stressed especially the necessity of marking carefully and exactly every piece of copy sent to the printers because unless this is done, an unattractive display is the result.

### Mitchell on Contests

The most effective kinds of contests were outlined by H. G. Mitchell, assistant sales promotion manager Jefferson Standard Life. He said that every con-

test should include reinstatements, and that if this is done there is a notable increase in reinstatement work during the period of the contest. He contended that cash prizes are always the best and the most popular. Generous publicity should be given to the winner or the winners of a contest, and every new contest should be staged with as much attention to detail as if one had never been held before.

### Conservation by Gamble

In his talk on "Conservation," S. M. Gamble, sales promotion manager Volunteer State Life, said that most companies have not taught agents the conservation of business. They have taught them how to sell but not how to keep the business sold. Mr. Gamble said that with all companies, some of the biggest producers have the worst lapse records. The company should insist upon a complete report of every lapse case. Lapses are usually the result of improper or unintelligent selling in the first place, and the companies must, Mr. Gamble contended, take the responsibility for teaching their agents how to sell intelligently.

### Newspaper Publicity

How to get life insurance news into the daily newspapers was outlined by R. B. Magee, advertising manager Lamar Life. Mr. Magee was formerly a newspaper man, having been for many years with the Associated Press at New Orleans. He said that most daily newspapers are hostile to publicity for insurance companies, and that this can be best overcome by the advertising departments of life companies making personal contacts with newspaper men. Stories must be written without "puffs" or "padding." They should sometimes not even contain the name of the company. Mr. Magee said that if newspaper men see that the advertising manager of a life company is not trying to grab all the space he can get they are likely to give his stories much more serious consideration, and especially if they are written in approved newspaper style. Mr. Magee cited several examples of what can be done where the proper personal contacts have been established with daily newspaper men.

### Commends Journal Ads.

"Insurance Journal Advertising" was the subject of C. S. Smith, manager public relations department National Life & Accident. Mr. Smith highly commended the work of the insurance papers, and said that the business would be without a voice if they did not exist. He stated that agents are unlikely to stay with a non-advertising company, and that the real purpose of insurance journal advertising is to keep a company's own agents happy and satisfied in their own minds that they are with the right kind of company. Mr. Smith exhibited as examples of sound insurance journal advertising the recent displays in the various papers of the Metropolitan Life, America Fore companies, Reliance Life, Pan-American Life, Liverpool & London & Globe, Royal, Aetna Life, New York Life, Pilot Life and the advertisements of his own company—the National Life & Accident.

### Agency Clubs

J. W. Murphy, the public relations manager Pan-American Life, talked on agency clubs and related the results of a questionnaire that he had recently circulated among American Life Convention companies. He said that there are ordinarily four kinds of clubs: 1. Annual production clubs. 2. App-a-week clubs. 3. Honor clubs. 4. Agency appointment clubs. The annual production clubs and app-a-week clubs are self-explanatory. The honor clubs are usually those headed by an officer of the company and to which a producer is elected because of meritorious work. Agency appointment clubs are those organized for the purpose of getting new agents, the members of which are elected because of their activity in agency getting. He said that of all the companies to which

## Announcement

# Next Red Feather Club Contest Begins June 1

## A Tested Plan That Produces Results Under Present Conditions

Several hundred members of previous Club contests are living proof that stimulating study and directed field efforts on special sales plans yield large earnings in addition to honors and prizes in a national contest.

The Red Feather Club Contests are almost ideally adapted to the needs of both new and old agents who are anxious to develop effective sales plans and to establish sound working habits that lead to increasing production.

The average production per member during the ten weeks of a recent Club contest was 2.3 applications for \$9,100 per week. This represented an increase of 195% in the average weekly production for each agent. The average production for the last week in April, in a current contest, for the ten leaders, six of them with only three weeks to ten months of experience, was 4.8 applications for \$19,736—an average basis of a million a year for each agent.

## The Red Feather Club Contests are sponsored by The Insurance Research & Review Service

Publishers of the R & R Sales Course, R & R Monthly Agency Building Service, The R & R Master Card System and other publications for agents and agency managers.

### COUPON

Insurance R & R Service,  
123 W. North Street, Indianapolis, Ind.

I am interested in joining the Red Feather Club contest beginning June 1. Please send full details regarding plan and membership fee.

Name..... Company.....

Street..... City.....

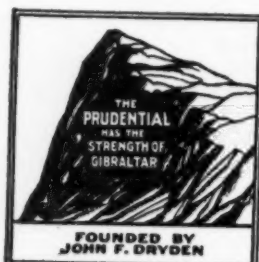
## DESTINY'S WAY

Prudential records attest forcefully to the uncertainty of life.

During 1930 claims amounting to \$9,120,252.57 were paid for deaths on 22,020 policies which had been in force less than ONE year.

Some deaths occurred on the DATE of the policy, many within FEW DAYS.

This should impress prospects who are "waiting" to acquire protection.



**The Prudential**  
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office - Newark, New Jersey

the questionnaire was sent only six were without clubs of any kind. Companies have strong likes and dislikes as to the kind of agency clubs that should be maintained, but Mr. Murphy stated that there is every indication that a vast majority of companies favor the maintenance of some sort of agency club.

### Mitchell Wins Debate

One of the concluding features of the meeting was the debate between Bart Leiper, who had the affirmative, and H. G. Mitchell, negative, on "Resolved, that it is unethical for life insurance companies to advertise in the insurance journals direct appeals for agents."

On the affirmative side, Mr. Leiper said that direct appeal advertising is conducive to twisting, and that all of the worthwhile goals of insurance journal advertising can be accomplished without the use of it. He stated that many companies use the direct appeal merely as a matter of habit, but that insurance journal advertising could be thoughtfully revised so as to eliminate the direct appeal feature. He branded the direct appeal as unsettling, disturbing and unworthy of many of the companies using it.

It was Mr. Mitchell's contention that there is in reality no distinction between the direct and the indirect appeal. He

said that if a company shows in its advertisement an attractive picture of its home office building and large assets, surplus, etc., this is an indirect appeal to agents, but it is liable to have the same disturbing effect as a direct appeal which is often cheap and unattractive. He said that his investigation had showed that 85 percent of the companies are using a direct appeal, and contended that the listing in an advertisement of a company's standing, achievements and attractions is no different than making a frank and direct appeal. The debate's judges were J. J. Jasper, "Insurance Field," Neil Himel, district agent Mutual Life of New York, New Orleans; and Howard J. Burridge of THE NATIONAL UNDERWRITER. Their unanimous decision was in favor of Mr. Mitchell.

The final speaker was C. S. S. Miller, advertising manager North British group and president of the Insurance Advertising Conference. He urged attendance at the annual convention of the conference to be held in Toronto in October and discussed briefly the more important problems that are before the conference as a whole. A resolution was adopted protesting against the slurring articles and cartoons on life insurance that have recently appeared in some publications.

## Briefs and Shorts at Southern Regional Advertising Conference

A touch of old world atmosphere was given at the Southern Regional Advertising Conference in New Orleans last week by having the luncheon served on the second day at the Patio Royale, one of New Orleans famous old cafes in the French quarter. Those attending were captivated by the charm and unique character of the surroundings. W. S. Callender, president Advertising Club of New Orleans acted as host. The speakers were Prof. C. W. Pipkin, Louisiana University, and F. J. Campbell, advertising manager Masonite Company.

It is unusual for an actuary to speak at a meeting devoted entirely to insurance advertising, and for that reason the presence of A. E. Babbitt, Lamar Life actuary, attracted attention.

W. L. Rawlings, Columbian Mutual, a scheduled speaker, could not attend. L. T. Binford, president Columbian Mutual, has been ill for some time and is now in Florida. As Mr. Rawlings is Mr. Binford's assistant he has in recent weeks been exceptionally busy. He is a brother of Ralph Rawlings, president Monarch Fire.

Dallas, Tex., was selected as the 1931 meeting place for the southern regional conference. L. A. Jacobs of the Southland Life extended the invitation.

R. B. Cousins, Jr., president San Jacinto Life, who spoke the first morn-

ing, sat through all the remaining business sessions. He was accompanied by his young daughter, Dorothy, who was also an interested spectator.

It was announced that at the coming annual meeting of the American Life Convention there will, for the first time, be a session devoted to life insurance advertising and that it will be presided over by L. A. Jacobs, Southland Life.

R. B. Magee, Lamar Life, was chosen to serve as chairman during the year and at the Dallas gathering. He is capable and popular with his conference associates. Last year at the Memphis meeting he was referred to several times when he was called upon but out of the convention room as "The Vanishing American," and the appellation is sticking to him.

Attending as representatives of the official family of the I. A. C. were C. S. S. Miller, North British, president; L. A. Jacobs, Southland Life, vice-president, and F. S. Ennis, America Fore, and Bart Leiper, Pilot Life, executive committeemen.

The resolutions committee consisted of S. M. Gamble, Volunteer State Life, chairman, and Miss Chlo Peterson, Business Men's Assurance, and C. C. Fleming, Life of Virginia.

Two members of the so-called weaker sex were on hand representing the advertising departments of life companies. They were Miss Chlo Peterson, Business

**Today**  
Our Men  
Are Building—



**A Greater**  
**Security**  
**Tomorrow**

**Security Life Insurance Company of America**

Executive Offices

One Thirty Four North La Salle Street

Chicago



in its ad-  
ture of its  
ge assets,  
ect appeal  
have the  
ect appeal  
attractive.  
ation had  
ne compa-  
and con-  
advertise-  
g, achieve-  
different  
ect appeal.  
J. Jasper,  
el, district  
ork, New  
urridge of  
r. Their  
or of Mr.

S. Miller,  
British  
Insurance  
urged at-  
ention of  
oronto in  
the more  
before the  
resolution  
ainst the  
on life in-  
peared in

nce

ing busi-  
panied by  
who was

e coming  
can Life  
first time,  
rance ad-  
presided  
Life.

s chosen  
the year  
is capa-  
ence as-  
Memphis  
ral times  
t out of  
anishing  
is stick-

of the  
re C. S. S.  
t; L. A.  
resident,  
and Bart  
mittee-

consisted  
ate Life,  
on, Busi-  
Fleming,

weaker  
the ad-  
panies.  
Business

Men's Assurance, who is always in evidence at southern regional meetings, and Mrs. Ligon Forbes, who operates an advertising agency in Jackson, and handles the Standard Life's advertising.

Many missed R. G. Richards, Atlantic Life, who has attended and been an active participant in the other southern conference meetings, but who was not able to be present this time.

The big social event of the meeting was the banquet and dance at the Club Forest, a swanky night club, on the outskirts of the city. All attending the convention fared forth in their gala attire, and the affair was a brilliant success, so much so, in fact, that the group breakfast, scheduled for 8:30 the next morning was not so promptly or fully attended as it might otherwise have been.

F. S. Ennis, America Fore, went by boat from New York to Jacksonville, Fla., visited agents there, and then went on to New Orleans by rail. On that trip and in New Orleans he carried with him and used frequently a high speed Graflex camera.

At the get-together luncheon on the first day three Pan-American Life officials attended: Vice-Presidents E. G. Simmons and F. W. Gleason, and Ted Simmons, agency manager.

## Managers to Have All-Day Session

(CONTINUED FROM PAGE 3)

Anderson of Cincinnati, acting chairman of the educational committee. Characterizing such a move as absolutely essential, Mr. Hull said, "It seems to me that if we are to go forward into our greatest usefulness, we must enlarge and deepen our headquarters staff to include technical advisers."

Mr. Anderson predicted that such a department would mean limitless possibilities for fostering the work of the American College of Life Underwriters and would undoubtedly receive the support it merits.

### Lackey Reports on Activities

In his report on his activities since the Toronto convention, President Lackey mentioned his trips on which he visited various local associations, particularly in the middle west and southwest. Mr. Lackey noted the resignation of G. L. Hunt, who recently left the agency ranks to become agency supervisor for the National Life of Vermont, and spoke of the value of his services to the association as third vice-president and chairman of the educational committee. Mr. Lackey heartily

commended the work being done by T. M. Riehle of New York, one of the Equitable of New York's star producers, in his "Call to Arms" campaign for May.

J. S. Myrick, chairman institutional advertising committee, reported on the progress made in getting life companies to promise their support to a program of institutional advertising. He said the committee believes the most effective way to promote life insurance is through educating the public to hold on to the life insurance it already has.

F. W. Ganse of Boston, chairman committee on cooperation with trust companies, declared that life insurance trust and settlement options should not be looked upon as competitive but that each has its proper field. He said that the life underwriter and the trust man need to know more about what the other is doing. He cited the example of the Boston Life Insurance Trust Council, which is working along this line to the benefit of both fields. Mr. Ganse particularly urged that life underwriters should drop the idea that trust companies should supply life agents with names of customers as leads.

The report of Treasurer R. L. Jones indicated a very satisfactory condition, with expenditures well within the budget for this period in the fiscal year.

L. D. Hemingway, secretary, made a preliminary report on the Pittsburgh convention, and urged the convention be given the widest possible publicity to insure interest in the program and attract a large attendance.

Mrs. W. S. Pritchard of Garner, Ia., head of the National association's department of the American family, reported on her work in bringing about the cooperation of state and local women's clubs with local life underwriters' associations in making women conscious of the need of life insurance in the family budget.

### Allstate Not to Compete

Harry T. Wright, president of the Chicago Association of Life Underwriters, has received from G. E. Humphrey, assistant to the president of Sears, Roebuck & Co. and president of the Allstate Insurance Company, automobile insurance carrier affiliated with Sears, Roebuck & Co., that the Allstate is not planning to enter the life insurance field. "In keeping with your conversation with Mr. Odell," the communication of Mr. Humphrey to Mr. Wright declared, "may I take this opportunity to inform you it is not the intention of the Allstate Insurance Company to enter the life insurance field."

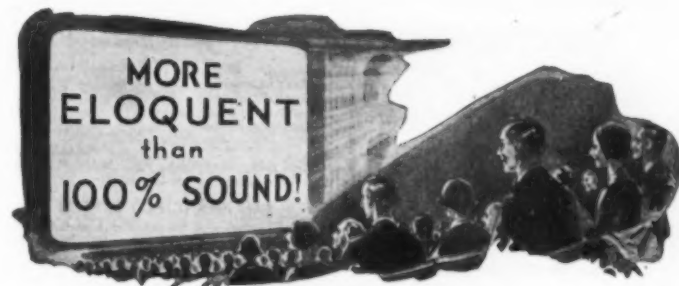
in the least affected because the longer a life insurance policy is in force the more valuable it becomes.

### Guarantee Employment to Thousands

"We guarantee our thousands and thousands of men 52 weeks employment each and every year, no matter what city or state they work in. The Western & Southern Life in answer to President Hoover's call has voluntarily raised the wages of thousands of our employes throughout the field and in the home office in Cincinnati. We have already been well compensated by the wage increase. Our men are happy and contented and their families able to maintain the high standard of the American home."

Mr. Williams mentioned the plan to open new district offices in the east and south, 12 at Philadelphia and in the leading cities in Tennessee, and he said the company has decided to build a large addition to the home office, which also will house the two subsidiaries, the American Liability & Surety, and the Western & Southern Fire.

The company will hold regional conventions in many leading cities this year. There were 518 field representatives present in Chicago from Chicago, Indiana, and Ohio. George R. Boyce, vice-president A. M. Castle Steel Company, spoke.



La Garbo's husky voice . . . or a Barrymore's significant gesture. . . . What a long jump from the first talkies. For those early efforts resembled a flock of cigar store Indians rolling "r"s and broad "a"-ing every other word. Dialog was featured while directors forgot the pantomime that made silent pictures successful.

Life Insurance has undergone a similar evolution. Early in the history of the business, agents depended upon glibness. Standard sales talks consisted of little more than a hodge-podge of funereal pictures and a catch in the voice. They were 100% sound.

The old-time "Spellbinders" did a splendid work in laying the foundation for modern salesmanship. But they aren't responsible for the big figures that now distinguish Life Insurance. That came later as agents discovered that talk alone wasn't half as effective as talk backed by an attractive, interesting presentation.

The Union Central constantly is revising its assortment of sales literature—the pantomime of salesmanship. Each month sees its quota of new material placed at the agent's disposal. Drop in at the Company's nearest agency. The Manager will be glad to show you recent additions to his supply.

## The Union Central Life Insurance Company

of Cincinnati

Over One and One-Half Billions in Force

## Western & Southern Meets

### President Williams Declares at Tri-State Agents Gathering in Chicago Business Is on Upgrade

Business conditions decidedly are on the upgrade, President C. F. Williams of the Western & Southern Life stated at the three-day tri-state convention of the company's agents held in Chicago last week. "The people of this great American commonwealth have amazed the rest of the world by their energy and their never ceasing determination to keep the United States in the forefront of business enterprise or in international relations," he said. "As life insurance men we have demonstrated that life insurance is the bulwark of the American home. The fact of the matter is that the citizenship so decided it."

"Five hundred thousand applications are being submitted every week to our companies."

"The recent depression proves one thing and that is that no matter what unemployment may exist, no matter how stocks or bonds may fluctuate, no matter what kingly thrones may crumble, no matter what May day parades we may read about in the different parts of the world, the life insurance policy is not



## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Vice-President and General Manager;

NORA VINCENT PAUL, Vice-President; WILLIAM A. SCANLON, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers

C. M. CARTWRIGHT, Managing Editor  
LEVERING CARTWRIGHT, Asst. Managing Editor  
FRANK A. POST, Associate Editor  
CHARLES D. SPENCER, Associate Editor  
DALE R. SCHILLING, Associate Editor

PUBLICATION OFFICE, 41946 Insurance Exchange, CHICAGO. Telephone Wabash 2704  
CINCINNATI OFFICE, 420 E. Fourth St., Telephone Main 5781, RALPH E. RICHMAN, Manager  
ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE  
803-123 William St., Tel. Beekman 3-3958  
GEORGE A. WATSON, Associate Editor

DETROIT OFFICE  
1015 Transportation Bldg., Tel. Randolph 3994  
J. A. PETERS, Resident Manager

SOUTHEASTERN OFFICE—ATLANTA, GA.  
1517 First National Bank Building  
R. J. McGEHEAN, Resident Manager

NEW ENGLAND OFFICE—39 Summer St., Weymouth, Mass. J. M. DEMPSEY, Resident Manager  
Entered as Second-class Matter June 9, 1900, at Post Office at Chicago, Ill. Under Act, March 3, 1879

Subscription Price \$3.00 a year; in Canada, \$4.00 a year. Single Copies 15 cents.  
In Combination with The National Underwriter Fire and Casualty, \$5.50 a year; Canada \$7.50

### Member Audit Bureau of Circulations

### Man-Power and Conservation

UNDOUBTEDLY the dominating note in the management of life insurance in the last year or so has been "man-power." Large territories which for many years were farmed more or less intensively from a central general agency, have been split into many general agencies.

Now along comes the problem of conservation following the record breaking period of policy loans. Every company in this country has been hit by the heavy lapsation which resulted from borrowing full loan values, and every one has fought desperately to conserve this business. There have been elaborate direct mail systems developed, appeals to policyholders to pay off policy loans in instalments and an effort to stimulate personal service calls by agents.

Lapsation since October, 1929, has been a terrific problem, but it had been a problem for many years previously. It is evident that there is only one answer, the personal attention of agents in direct contact with policyholders.

It is preferable that agents who wrote the business maintain these contacts, but any agents are far better than the necessarily impersonal contacts by mail. Obviously, then, man-power consisting of adequately trained agents is going to be an ever increasing factor in conserving life insurance in force. There is no royal road to saving this business. Much of it is in

rural districts difficult for agents to reach economically.

In the past, few companies have granted first year commission to agents for rewriting business in danger of lapse, and none save renewal commission for doing the sometimes onerous work of saving a policy. It is not to be marveled at that any agent, especially a country one, prefers to spend his time soliciting new business rather than to drive from 20 to 60 miles on a service call with the possibility that he will find the policyholder away in town and have to make the trip again another day. The difference may be that between a possible \$1.50 renewal saved and a first year commission of \$75 or more.

Some companies recently have realized that incentive must be given the agents greater than renewal commission for making such service calls. There are a number of companies now paying first year commission for rewriting policies in danger. It would be interesting to know how general the practice is this year. While little or no gain in force can be shown under such a method, at least it obviates a loss. Some interesting comparisons may appear at the end of this year between companies which are recognizing the necessity to pay extra for special types of conservation work, and those which do not employ such methods.

### Nollen and His "Deferred Optimist"

PRESIDENT G. S. NOLLEN of the BANKERS LIFE of Iowa has coined a new phrase which is significant in this time of business depression—"Deferred Optimist." As Mr. NOLLEN defines such an individual he is one who recognizes the fact that prosperity will return but feels that little can be accomplished until economic conditions are more favorable. Mr. NOLLEN suggests that everyone plan now and work just as though economic conditions were never going to improve.

He urges all life insurance men to work with all their might at present and not wait for better conditions to come.

The agent cannot achieve very much if he lives simply in hope and spends his time in philosophizing. The only way to accomplish anything is to work harder.

THE great orator, BOURKE COCHRAN, once said: "There is but one straight road to success and that is to merit it. A man who is successful is the man who is useful. Capacity never lacks opportunity. It cannot remain undiscovered because it is sought by too many anxious to use it." When one has the ability and the knack of putting it into play there is always a place for him.

## PERSONAL SIDE OF BUSINESS

Frank Haran was elected president of the Connecticut General Club at the annual banquet held in Hartford. The club is a social organization for the employees of the Connecticut General Life. President R. W. Huntington gave a short talk, followed by A. A. Grant, guest speaker.

J. B. McKechnie, vice-president and general manager of the Manufacturers Life, died suddenly last week at his home in Toronto. He was 49 years of age.

Immediately after graduation from Queen's University, Kingston, Ont., in 1903, he entered the actuarial department of the Manufacturers Life, rising to the post of actuary and becoming general manager in 1916 and a vice-president last January.

Mr. McKechnie was a past president of the Dominion Mortgage & Investment Association, Canadian Life Insurance Officers Association and the Insurance Institute of Toronto. He was a fellow of the Institute of Actuaries of Great Britain.

In the development of his own company, Mr. McKechnie, while an actuary by training, took a broad interest in investment policy and in its field work, traveling extensively in foreign as well as Canadian territory.

J. B. McKechnie, who represents the Inter-Southern Life at Williamsburg, Ky., has been announced as a candidate for the Republican nomination for governor of Kentucky.

C. M. Ortega, well known in Richmond, Va., agency circles, who is now president of the Cuba Life of Havana, an industrial company, states that the company has been progressing nicely since it was launched the first of the year. Already it has a nice debit built up and a hustling staff of agents. Mr. Ortega retains an interest in a Richmond local agency which he organized last year and after he gets his company in Cuba on a solid footing he plans to visit Richmond every now and then by air to look after his interests there.

G. H. Gregg, 61, assistant secretary and superintendent of claims of the Pacific Mutual Life, died last week. Mr. Gregg had been with the Pacific Mutual since 1889, when he joined its Chicago office. He went to the home office in 1909.

George H. Thigpen, who was superintendent of insurance of Alabama until Feb. 1, has gone with the Pan-American Life of New Orleans as agent at large in Alabama. He is attached to the Montgomery office, in charge of J. W. Lamar, district manager.

Charles Iredell, Cincinnati general agent for the Penn Mutual, gave a dinner Monday in honor of F. C. Whatley, the new Aetna Life manager in Cincinnati. Among those present from out of the city were A. E. Patterson, general agent of the Penn Mutual in Chicago, and S. T. Whatley, general agent for the Aetna Life of Chicago, and ex-president of the National Association of Life Underwriters.

F. G. Weichmann, Wausau, Wis., agent for the New York Life, personally wrote 281 applications for life insurance in April. No term, group or salary savings policies were written. The applications received ranged from \$500 to \$25,000, and a large number of these were written on the lives of women and children.

Mr. Weichmann established a new record for New York Life agents. Former President Coolidge, a director of

the New York Life, sent Mr. Weichmann a congratulatory telegram and President Buckner also sent a telegram of congratulations on behalf of the company, stating that his record showed what could be done in the face of the economic depression.

F. G. Rapp, Columbia, Ill., who has been reelected mayor of that city for the 12th consecutive time, is general agent for the Continental Life of Missouri. This year he was nominated by the two dominant political factions of the town and had no opponent.

Dr. H. W. Dingman, vice-president and medical director of the Continental Assurance of Chicago, who has been medical director of the Continental Casualty, its running mate, has been elected a vice-president of the latter institution. W. H. Roberts, vice-president and treasurer of the two companies for 25 years, is retiring, becoming honorary vice-president. W. N. Boyden, financial secretary, becomes vice-president. R. D. Weibrenner, assistant treasurer, was chosen treasurer.

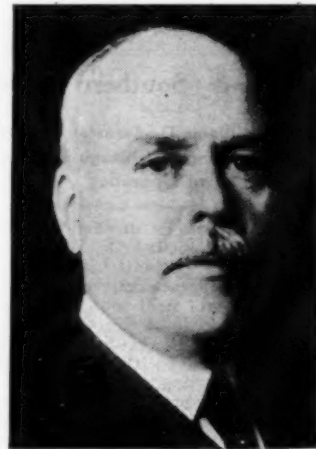
K. B. Burns, 32, senior underwriter for the Equitable Life of Iowa, died recently after a six months' illness.

G. W. Smith, president, and H. M. Frost, medical director New England Mutual Life, are on a trip to western and Pacific Coast agencies. They arrived in Los Angeles Monday from Denver, and expect to spend several days in southern California before going to San Francisco.

The R. M. Ryan general agency of the Equitable Life of New York in Detroit hung up a new record for production in April, when 965 cases were paid for a total of \$3,169,000.

Dr. William Muhlberg, medical director of the Union Central Life, was in Lynchburg, to see his daughter, Jane, crowned queen of the May at Sweet Briar College. He and his daughter led the figure at the formal dance on the occasion.

### New Director



GEORGE D. MARKHAM

George D. Markham, well known St. Louis local agent, one of the founders of the National Association of Insurance Agents, and a former president, was elected one of the insurance directors of the United States Chamber of Commerce at its annual meeting in Atlantic City last week. Mr. Markham succeeds C. A. Ludlum, formerly vice-president Home Fire of New York. The other insurance director is President C. W. Gold, Pilot Life of Greensboro, N. C.

Mr. Weich-  
gram and  
a telegram  
of the com-  
d showed  
ace of the

, who has  
ity for the  
eral agent  
Missouri.  
by the two  
the town

e-president  
ontinental  
has been  
ental Cas-  
en elected  
stitution.  
and treas-  
25 years,  
ary vice-  
financial  
nt. R. D.  
urer, was

nderwriter  
a, died re-  
ness.

nd H. M.  
England  
o western  
They ar-  
rom Den-  
eral days  
going to

ncy of the  
n Detroit  
roduction  
e paid for

cal direc-  
e, was in  
ter, Jane,  
at Sweet  
laughter  
dance on

r

own St.  
founders  
of Insur-  
resident,  
rance di-  
Chamber  
eeting in  
Markham  
rly vice-  
ork. The  
ident C.  
ro, N. C.

# Announcing the most interesting Life Insurance policy ever offered . . . THE EQUITABLE'S *NEW*

## ECONOMIC ADJUSTMENT POLICY

Designed to meet an Increased  
Need for Life Insurance at a time  
of Temporarily Restricted Buying  
Power.

A Low Initial Premium Policy  
With Convenient Adjustment Op-  
tions After 5 or 10 Years to Fit Your  
Economic Progress.

Developed After Months of Scien-  
tific Study to meet Current Business  
Conditions.

All Standard Features Included.

THE  
**EQUITABLE**  
LIFE ASSURANCE SOCIETY  
OF THE  
**UNITED STATES**

THOMAS L. PARKINSON, PRESIDENT



## Put the **SALES MESSAGE** over **PERSONALLY and PERMANENTLY**

Most of what is said goes  
in one ear, and out the other!



*Especially prepared for the exclusive use of  
representatives of the*

**AMERICAN CENTRAL  
LIFE INSURANCE COMPANY**  
INDIANAPOLIS

**"Guaranteed  
Benefits"**

HERBERT M. WOOLLEN  
President

**"Guaranteed  
Low Cost"**

## A FAMILY INCOME PLAN— of Extreme Flexibility!

Check these features, as offered under The Guardian's Family Income Plan:

Issued in **two forms**—**guaranteeing** Family Income of \$7.50 or \$10 per month per \$1,000 of insurance. In addition, excess interest will be payable.

Face amount of policy **payable in cash at death**—or under various Optional Methods of Settlement.\*

Attachable to all policy forms except Term. **Cash and other guaranteed values of original policy not reduced** through addition of Family Income Plan.

Issued for 20-, 15- and 10-year periods with additional premium for Family Income Plan payable for **only 16, 12 or 8 years**, respectively.

May be added to existing Guardian insurance upon medical examination.

*\*If left with Company under interest option, income during Family Income period will be materially increased. The Guardian's current interest rate is 5%.*

**THE GUARDIAN LIFE**  
ESTABLISHED 1860  
**INSURANCE COMPANY of AMERICA**  
50 UNION SQUARE • NEW YORK CITY

## LIFE AGENCY CHANGES

### Davis With Union Central

**Well Known Chicago Life Insurance  
Man Becomes Assistant Manager  
With Manager H. A. Zischke**

Roy L. Davis has resigned as manager of the W. W. Durham & Co. agency of Chicago, which aside from doing a casualty and fire business, is general agent of the Central Life of Iowa, to become assistant manager of the Chicago office of the Union Central Life,



ROY L. DAVIS

working with General Agent H. A. Zischke. Mr. Davis is one of the prominent life insurance men of his city. He was formerly educational director of the Continental Assurance of Chicago. He is director of the Life Trust Institute of the city and was formerly editor of "Life Values." He is one of the directors of the Chicago Life Underwriters Association. Mr. Davis has been used from time to time by Dr. C. J. Rockwell in his life insurance school. He is a notable educator. He is prominent in Evanston, Ill., where he resides, being president of the Evanston Civic Opera Club and president of the North End Improvement Association. Durham & Co. will continue to act as general agent for the Central Life.

Mr. Davis took both his bachelor's and master's degree at Illinois Wesleyan University and became a fellow in psychology at the University of Illinois. He received the degree of Ph. D. from New York University in 1923. He took the Pittsburgh University school of life insurance salesmanship course. He is a chartered life underwriter.

### C. A. Sholl

The Life of Virginia announces the appointment of C. A. Sholl as agency supervisor in its western territory. He attended both Ohio University and Ohio State University. For several years he has been with an eastern company.

### H. E. and Russell Mayer

H. E. Mayer and Russell Mayer, his son, have been appointed general agents of the Kansas Life at Wichita, Kan. Mr. Mayer is an old Missouri State Life man. He formerly was connected with the Hartford Life before the Missouri State Life took over its old line business. Russell Mayer is a graduate of St. Mary's College in St. Mary's, Kan.

### Kruger Department Manager

Jack Kruger, general insurance man, has been appointed manager of the life insurance department of O. W. Huncke, Blair Hailand & Co., Insurance Ex-

change, Chicago, a large general agency which has been appointed general agent of the Northwestern National Life of Minneapolis. Mr. Kruger is an Englishman who has been in insurance in Chicago for 17 years. He started with the Klee, Rogers, Loeb & Wolff general insurance agency, of Chicago. Then for seven years he was with the Chicago branch of the Missouri State Life as assistant manager and the head of a unit which produced about \$2,000,000 of business a year.

### J. A. Boyd, J. H. Wynne

J. A. Boyd has been appointed branch manager at Montgomery, Ala., for the Life of Virginia. He has been in life insurance since 1920. Until recently he served as vice-president and agency manager of the First National Life of Montgomery.

J. H. Wynne has been appointed branch manager at Fort Worth, Tex. Except for a period in the manufacturing business, Mr. Wynne has been in life field work since 1909, as a personal producer and agency organizer.

### Gordon A. Putnam

Gordon A. Putnam has been appointed to succeed his father, G. Allen Putnam, who died in February, as general agent for the Berkshire Life in Manchester, N. H. Associated with Mr. Putnam will be L. E. Backus as manager of the life department.

### Russell Shelk

Russell Shelk, one of the leading agents in the Washington, D. C., agency of the Pacific Mutual Life, has been appointed general agent to succeed the late W. B. Daniels. Mr. Shelk went with the Pacific Mutual in February, 1930.

### W. A. Berryman

The Berkshire Life has appointed W. A. Berryman general agent in Kansas City. Mr. Berryman has had a long successful experience with the Massachusetts Mutual, both in St. Louis and Kansas City.

T. J. Opie, whom Mr. Berryman succeeds as general agent, will devote his time to personal production in the Kansas City agency.

### F. B. Richardson

F. B. Richardson has resigned as vice-president and trust officer of the Central National Bank of Richmond, Va., to become general agent of the Manhattan Life there. He was chief examiner of banks for the state for four years and before that was engaged in the practice of law.

### John Chambers

John Chambers, manager service department of the Frank H. Davis Penn Mutual agency for a year and a half, has been appointed Colorado general agent of the Central States Life of St. Louis. Mr. Chambers was with the Denver agency of the Provident Mutual for 13 years.

### R. A. Ferris

R. A. Ferris has been appointed manager of the Continental American Life in Cleveland. Offices have been moved from the Union Trust building to the Bulkley building. Mr. Ferris was formerly with the National Life of Vermont and is a former president of the Cleveland Life Underwriters Association.

### E. J. G. Lovett

E. J. G. Lovett has been appointed Cleveland general agent for the Ohio State Life, with offices at 1026 Leader building. Mr. Lovett has been with the State Mutual Life for several months.



Prior to that he headed his own real estate organization there, known as the Lovett Co.

#### C. O. Auger

C. O. Auger, who has been assistant executive of the Boy Scouts there for eight years, has been appointed Denver manager for the Central Life of Des Moines, with offices in the Continental Oil building.

#### R. J. Williams

R. J. Williams has become manager of the Toronto agency of the Prudential. He was formerly director of education of the Union Central Life. He lived in Canada for many years before coming to the United States.

### Life Agency Notes

The Monks & Scully agency, Jackson, Mich., has added a life department in charge of Sam Goldfarb.

G. A. Demeter of Denver has become district agent for the Northwestern Mutual Life in New Mexico with headquarters in Albuquerque. He succeeds W. D. Erwin, who died in January.

J. R. Stewart, general agent Ohio National Life in Oklahoma, has resigned to become special agent with the Homer Jamison agency of the Equitable Life of New York in Oklahoma City.

A. L. Saltzstein, general agent New England Mutual Life at Milwaukee, has appointed the Mongia Insurance Agency, Green Bay, Wis., as district manager for Brown, Door and Kewaunee counties.

H. A. Lindberg of Poplar Grove, Ill., has been appointed by the Mutual Life of New York as district manager for Boone county, Ill. He has been with the company for the past three years as an agent with the Coyner agency of Chicago.

W. J. Hering has been appointed assistant superintendent of the Indianapolis branch of the Western & Southern. For many years Mr. Hering was secretary of the Public Savings of Indianapolis, which was taken over by the Western & Southern about seven years ago.

### Eastern States Activities

#### Clark's Anniversary Observed

Crocker, Lackey and Huebner Speak—Agency Has Over 166 Million in Force

BOSTON, May 7.—Some 350 friends of the Paul F. Clark agency of the John Hancock Mutual Life attended a dinner here last week given by Mr. Clark in observance of the 10th anniversary of the founding of the agency.

The agency has grown from \$12,878,329 insurance in force and \$491,421 premiums in force in 1921 to \$166,562,357 insurance in force and \$4,766,186 premiums in force in 1931.

Mr. Clark acted as toastmaster. President W. L. Crocker of the John Hancock testified to the company's regard for its Boston general agent and discussed the investment problems of a company executive.

G. E. Lackey, president National Association of Life Underwriters, voiced the greetings of the agents of the country and gave congratulations to Mr. Clark, a former national president.

Rev. S. M. Lindsay, Mr. Clark's pastor, gave an inspirational address and the speaking program closed with an address by Dr. S. S. Huebner, University of Pennsylvania, on the investment opportunities of life insurance. Mr. Clark was once a student under Professor Huebner.

#### Rochester and Buffalo Sales

Life insurance paid for in Rochester, N. Y., in March was \$4,746,027, a 6 percent gain over February and a 24 percent decline from March, 1930. Buffalo paid for \$9,991,129, a 6 percent decline

### Burke Is Manager



VINCENT M. BURKE

Vincent M. Burke, well known in life insurance at Chicago, has been appointed manager of a new agency of the Fidelity Mutual Life there. Mr. Burke has had 11 years' experience in the business, all in Chicago, his home city. He is a member of an old Chicago family which dates back before the great fire.

After graduation from De Paul University, through the persuasion of H. T. Wright, president of the Chicago Association of Life Underwriters, he entered insurance and was a successful producer for the Equitable Life of New York for eight years. Three years ago he became supervisor of the A. E. Patterson agency of the Penn Mutual there and trained some of the most successful underwriters in Chicago.

Mr. Burke resides in Evanston, where he is widely known in social and civic affairs. The new Fidelity agency will be located at 1506 Otis building, 10 South La Salle street.

from February, 1931, and 13.4 percent below March, 1930.

#### To Establish College Course

Plans for the establishment of a C. L. U. course in Baltimore in conjunction with the Baltimore College of Commerce are now being worked out by a committee headed by W. P. Stedman, general agent National Life of Vermont.

### Central Western State News

#### Confer on Company Taxation

Joint Committee Representing All Classes of Insurance Takes Up Question With Ohio Legislators

COLUMBUS, O., May 7.—At a conference of representatives of various classes of insurance in Columbus a few days ago, called by the Insurance Federation of Ohio to consider taxation of domestic companies, a committee was appointed composed of A. I. Vorys, Judge C. S. Younger, H. B. Arnold and Henry Ballard, Columbus; George Williams, Cincinnati; and G. W. Miller, Bucyrus, to confer with the joint legislative tax committee of the Ohio general assembly.

At a conference later with the taxation committee, the company representatives gave assurance that the insurance interests of Ohio are willing to cooperate wholeheartedly on an equitable and just tax on insurance companies. It

## LISSEN, BILL,—



We believe Life Insurance Salesmanship to be its own quickest, surest and best Paymaster—

That accomplished Results represent the only meritorious plan of Reward—

That it is possible for any man who wants to, to concentrate his efforts on a few wisely selected Country Sections or City Blocks and make himself money from the very first day—money that will support his family and sustain his own Continuous Efforts—

We believe that Genuine Salesmanship will not consent to have its work-hours limited, the number of its calls curtailed, the force of its contacts impaired—its potential Earning Qualifications restricted—

Responsibility calls for Resourcefulness, and men and women who are fully and properly sold on the possibilities of Life Insurance do not question the character or calibre of their Salesmanship—

We believe that it is **POPULATION INTENSIVELY WORKED** that counts, **not TERRITORY EXPENSIVELY COVERED**—

We believe that only where there is Self-Reliance will there be Self-Appliance—

If you believe that you possess the qualifications of Self-Sustaining and Successful Salesmanship—if you want to be a Partner in a Big Enterprise, **Tell it All in your first letter to John M. Sarver, President.**

#### THE OHIO STATE LIFE INSURANCE COMPANY

General Agencies for Columbus, Ohio  
Producer Types of  
Organizers

**LIFE  
HEALTH  
ACCIDENT**

## The College Graduate

The carefully selected college graduate, whose personality is adapted to life underwriting, makes first-class salesman material. Especially if he comes from a department of Business and Economics. Such a one, taken into an efficient organization, where training is real and is modern, easily and quickly builds his bridge from college life to business life. He has a disciplined mind, he knows the fundamentals of corporate and general business, and he comes quite ready for the agency manager's work of joining practical, income-producing life insurance knowledge to the textbook knowledge obtained from alma mater.

The time will doubtless never come, nor is it desirable that it should, when every Agent will be a college graduate. But the experience of life insurance runs with that of many other highgrade businesses, in finding the right type of college graduate to be firstclass raw material for a high type of life underwriter.

WM. A. LAW, President

**THE PENN MUTUAL LIFE INSURANCE CO.**  
**PHILADELPHIA**

Founded 1847

Independence Square



## Secure

Writing all standard forms of participating and non-participating insurance contracts. Liberal and profitable contracts offered dependable men who desire success.

S. M. Cross, President

## COLUMBIA LIFE INSURANCE COMPANY

Cincinnati, Ohio

Desirable territory open in Ohio, Indiana and Kentucky.

## The Company Back of the Contract

Back of every Fidelity contract stands a reputation of over half a century of fair dealing. Live and let live has been the sound basis of mutual satisfaction upon which its agency contracts have been built.

Modern policy forms, including Family Income, Retirement Income and Low Rate Life are backed by a particularly successful lead service. Fidelity now has \$425,000,000 insurance in force, is financially solid and steadily growing. It operates in thirty-nine states, including New York, on a full level net premium basis.

Openings available for the right men.  
Send for booklet  
"The Company Back of the Contract"

*The* **FIDELITY MUTUAL LIFE  
INSURANCE COMPANY**  
PHILADELPHIA  
WALTER LEMAR TALBOT, President



1871—SIXTIETH ANNIVERSARY—1931

**THE LIFE INSURANCE  
COMPANY OF VIRGINIA**  
Richmond

Bradford H. Walker  
President

was represented that the fairest way to all concerned would be a reasonable tax on capital and surplus of the domestic carriers. It was represented that while a tax of two mills on capital and surplus might seem too low, it was considered that a tax of five mills was too high. It is believed that the legislative committee's recommendations will carry figures somewhere between two mills and five mills.

The companies' committee pointed out that it should be borne in mind that 2½ percent tax on foreign insurance companies in Ohio yields \$6,750,000; also that when Ohio companies enter other states they are obliged to pay a retaliatory tax in those states.

### Stage Stock Market Contest

A novel stock market contest was recently conducted by the Penn Mutual Life general agency in Oshkosh in charge of H. W. Kremers. Each agent was named after one of the prominent stocks and given a \$100 par value at the start of the contest. A point was given for each \$1,000 written and one-half point for each prepayment. Those writing three applications in one week were given a special bonus and those failing to produce any business at all in the week had points deducted. This eliminated the chance of one producer getting a large policy the last week of the contest and winning. During the contest, which lasted eight weeks, \$128,500 of new business was written and \$116,500 was paid for. R. E. Mackie, Oshkosh, and R. E. Fahrbach, Menasha, won first and second prize. The business of the Kremers office is 50 percent ahead of last year.

### Western & Southern Meeting

About 350 Indiana representatives of the Western & Southern Life will meet in convention May 8-9 at Indianapolis. Executives from the home office will be the speakers.

### Kemp Agency Expands

The D. C. Kemp agency of the Equitable Life of New York in Chicago has been expanding rapidly since Mr. Kemp moved from the west coast to take charge. Large additional space is being taken on the 15th floor of the State Bank building sufficient to house two additional units. Gilbert Grimm, supervisor, is establishing a first unit to occupy this extra space. Mr. Grimm has been about four years in the agency and has maintained an app-a-week production for more than two years. The Kemp office did more business the first quarter of this year than in the last half of 1930.

The agency in the week April 20-27, while Mr. Kemp was absent on a delayed honeymoon following his marriage in November, staged a "honeymoon" campaign, 45 agents writing 45 cases for \$268,000. About 60 percent of the force are new men.

### Wisconsin Ruling on Conversion

An opinion given Commissioner Freedy by the Wisconsin attorney general's department holds that a foreign mutual benefit society which has been reorganized and licensed as a legal reserve life company in that state must pay the license fee on renewal premiums collected on the old form of fraternal certificates.

### Cooperate on Advertising

KALAMAZOO, MICH., May 7.—A cooperative advertising broadside in which life companies, agencies, banks and trust companies joined in bringing to the attention of the Kalamazoo populace the outstanding position of life insurance as an investment was carried in a leading newspaper last Sunday.

### Can Hear Life Cases

LANSING, MICH., May 7.—Governor Brucker of Michigan has signed the

Burhans measure eliminating from the present law the limitation in jurisdiction of justices of the peace in "actions against life insurance companies, cooperative and mutual benefit associations, fraternal beneficiary societies, for any liability arising out of any policy or benefit certificate contract."

### Triggs Agency Meets

C. F. Selling, assistant secretary of the Sun Indemnity in New York City, and C. S. Case of Minneapolis, supervisor in the Berkshire Life general agency of Leon A. Triggs there, attended and spoke at the monthly meeting of the Triggs forces Monday in Chicago. Mr. Triggs also is general agent at Chicago. The Rockford and Elgin Ill., staffs also were present.

### HOLCOMBE GIVES ADDRESS BEFORE CHICAGO MANAGERS

J. M. Holcombe, manager Life Insurance Sales Research Bureau, addressed the general agents' and managers' division of the Chicago Association of Life Underwriters May 1, on "Business Building, Not Business Getting." He said a better selection of agents and prospects must be made. He stressed the huge lapsation among policyholders with incomes of \$3,000 and less, and under age 27; also the unusually heavy lapse on quarterly and semi-annual business as well as that taken on notes. "The big thing today is not so much to hammer for production as to keep the business on the books," he said.

Julius H. Meyer, general agent New England Mutual in Chicago, talked on "Bequest Week." He urged that life insurance men get behind a drive for bequest insurance extending over several months and stimulate eleemosynary institutions, churches, universities, colleges, etc., to take part.

### Kruger Department Manager

Jack Kruger, general insurance man, has been appointed manager of the life insurance department of O. W. Huncke, Blair Hailand & Co., Insurance Exchange, Chicago, a large general agency which has been appointed general agent of the Northwestern National Life of Minneapolis. Mr. Kruger is an Englishman who has been in insurance in Chicago for 17 years. He started with the Klee, Rogers, Loeb & Wolff general insurance agency, of Chicago. Then for seven years he was with the Chicago branch of the Missouri State Life as assistant manager and the head of a unit which produced about \$2,000,000 of business a year.

### Exemption Bill Passes

The bill exempting insurance bequests in the form of trusts, for the benefit of the dependent widows or children of insureds, from liability to the insureds' creditors has passed the Michigan house.

### Quarters Are Changed

Frazer, Powers & Moulton, Chicago life insurance office, has moved from the 11th floor in One La Salle Street building to room 64. The new offices were opened May 2. Members of the firm are J. R. Frazer, H. T. Powers and Harper Moulton.

Frank P. Manly, president of the Indianapolis Life, is spending a few weeks in California.

### Nothing to Brag About in Being Just Average

There is nothing to brag about in being average. Fifty is the average between zero and 100 but 50 is just as close to zero as it is to 100.—Frank L. Jones, vice-president Equitable, New York.



## IN THE MISSOURI VALLEY

### Four Months' Totals Lower

**April Business in St. Paul Territory Given Decided Boost by Placing of \$1,000,000 Line**

ST. PAUL, May 7.—Life insurance business for the first four months in this district shows a decline compared to last year. Most of the larger agencies report a falling off in new business though not a serious one. There are individual exceptions, too, where business either is equal to a year ago or slightly ahead. April business was given a handsome boost by the placing of approximately \$1,000,000 on the life of William Hamm, Jr. This business was distributed among several companies. It is believed to be the largest policy on a single life written in Minnesota this year.

### Arrange Installment Payments

ST. PAUL, May 6.—The Eliason agency of the Minnesota Mutual Life has made arrangements with all local savings banks to pay monthly install-

ments of \$5 on the premiums of policyholders who have accounts at the banks. The system has been in effect for some time in a small way in certain large business houses, which deducted a stated amount monthly from employees' pay checks and remitted it to the company. The plan worked out so satisfactorily that it has been extended to the savings banks.

### Bonds Also Taboo

Commissioner Kizer of Nebraska has refused to permit the sale of bonds in connection with placing of life insurance policies to Nebraska residents, holding that the law which prohibits offering of stock in such connection applies also to bonds. Two Colorado companies had informally consulted with him about proposals of this sort.

### Coler to Give Address

W. P. Coler, secretary American Life Convention, will deliver an address before the General Agents & Managers Association of St. Louis on May 26.

## IN THE SOUTH AND SOUTHWEST

### Mutuals to Meet in Dallas

**Association of Texas Company Officials Will Hold Annual Convention There May 12-13**

The Texas Association of Mutual Life Insurance Officials will hold its annual meeting in Dallas May 12-13. The program will include addresses by Commissioner W. A. Tarver, J. L. Mims, Fort Worth; W. W. Davis, Sweetwater; John Erhard, Dallas, and H. W. Stanley, assistant manager East Texas Chamber of Commerce. About 150 will attend. J. V. Singleton, Waxahachie, is president; W. C. Francis, Paris, secretary.

### Prepare for C. L. U. Tests

Twenty-five students of the University of Tulsa, Tulsa, Okla., are preparing for the C. L. U. examination in June. Courses have been given under the direction of J. D. Hill, executive vice-president Atlas Life, and C. H. Menge, also of the Atlas.

### Investigate License Refunds

AUSTIN, TEX., May 7.—Texas state employees' participation in the payment of claims of life companies for refunds due them for the agents' licenses which they paid for in 1921 and 1922, is being investigated by the senate in-

vestigating committee. After the life companies paid their agents' license fees for two years, the life commissioner ruled that the agents must pay these themselves. It was found that the state employees were collecting exorbitant sums for investigating and paying the companies' claims.

### Alamo Producers Meet

Fifty leading Alamo Life producers met at the home office in San Antonio, Tex. last week. A school of instruction and a barbecue featured the gathering.

### Florida Bill Killed

The compulsory investment bill introduced in the Florida legislature, patterned after the Robertson law in Texas, was killed in the house committee.

### Pacific Mutual's Kentucky Meeting

At a meeting of Kentucky agents of the Pacific Mutual Life at Frankfort, L. H. Browning, Ashland attorney; D. C. MacEwen, vice-president and superintendent of agencies, and C. C. Day, general agent of the Pacific Mutual, Oklahoma City, were speakers. T. H. Wall, general agent, presided as toastmaster.

"Your Opportunity to Earn More," a free booklet for A. & H. men. Write The National Underwriter.

## ACCIDENT-AND HEALTH FIELD

### Has New Non-Can Contract

**Federal Life of Chicago Issues Form with Limited Benefits, Renewals to Age 60**

The Federal Life of Chicago is now issuing a "progressive disability" non-can policy especially designed to fit in with a life insurance program. It can be renewed by the assured until age 60 and guarantees against increase in premiums, reduction of benefits and modification of policy. It is issued to male risks only, ages 20-55 inclusive. It pays indemnity for accidental death, 260 weeks for dismemberment or loss of sight, 104 weeks total disability due to accidental injury, 26 weeks partial disability due to accident, 52 weeks confining disability caused by sickness, six weeks for non-confining sickness or disability, hospital indemnity, indemnity for certain aviation accidents and specified amounts for nurses' fees for ten weeks. It is issued in seven, 14 or 30 day waiting periods and without medical examination except when indemnity exceeds \$50 weekly. The hospital indemnity is 50 percent of weekly indemnity and nurses' fees are the same providing no hospital indemnity is claimed. The minimum is \$10 weekly indemnity and \$1,000 accidental death; the maximum \$50 weekly and \$10,000 accidental death.

Rates, classes AA-A for \$10 weekly indemnity and \$1,000 accidental death benefit, with seven, 14 and 30-day exclusion periods, are:

Age	Exclusion Period		
	7 Days	14 Days	30 Days
20-29	\$21.20	\$16.24	\$12.72
30-34	22.64	17.20	13.28
35-39	24.00	18.24	14.00
40-44	25.92	19.68	15.12
45-49	28.16	21.20	16.24
50-55	31.20	23.20	17.60

### Life Companies Opposed to Some of Bureau Plans

NEW YORK, May 7.—In connection with the proposed reform program of the Bureau of Personal Accident & Health Underwriters, it is understood that opposition to some features has been voiced by companies writing accident and health insurance only, and particularly by life companies which secure most of their accident and health business through their life agents. They contend that their problems are entirely different from those of the multiple line casualty companies, getting a large part of their business from brokers, which constitute the decided majority of the bureau membership. It is also felt by some of these companies that it would be a mistake to take any action looking toward the adoption of uniform rates,

which might be construed as a price-fixing combination. The need for some action is fully appreciated, however, and the efforts of the companies which do not approve entirely of the measures suggested will be directed toward securing a compromise which will be more in line with their views.

### Claim Man to Prison

W. L. Crawford, who until recently was in charge of claims for the Federal Life of Chicago at Dallas, surrendered to the district attorney there, admitting the reporting of false claims and forgeries of claimants' names under newspaper travel accident policies, and April 22 was sentenced to four years in the penitentiary. He started in the claim division at the home office. The Federal became suspicious of his activities when it was noted that a great many loss drafts from Dallas bore Crawford's endorsement. He had deposited the drafts openly in his own account at a bank.

### Gulf States Is Expanding

The Gulf States of Jackson, Miss., which recently decided to devote its attention to the writing of industrial life, health and accident insurance exclusively, instead of writing a miscellaneous line of specialty insurance as was planned when the company was organized, is making such a rapid growth in that field that at a recent meeting of the stockholders an extension of its industrial activities to other territory was authorized. Thomas E. Hand, vice-president, is the active factor in the development of the new company.

### Scheid Takes San Francisco Post

A. A. Scheid has been appointed general agent of the monthly premium accident department of the Pacific Mutual Life in San Francisco, with headquarters at 660 Market street. He takes over the E. C. Bath agency, formerly located in the Phelan building. Mr. Scheid's father, George Scheid, has been with the Bath agency for several years and has been with the Pacific Mutual in the field for 29 years.

### New Agent Makes Good

Louis Watson, Colfax, Ill., joined the ranks of the \$100,000-a-Month-Club of the Great States Life of Bloomington, Ill., during April. His production totaled \$102,500 with premiums averaging \$35.44 per \$1,000. A large percentage of his business was written in the membership of the Illinois Farm Grange which is affiliated with the Great States Life. Mr. Watson went to the Great States during the early part of March, 1931, without previous life insurance experience.

**Today  
Our Men  
Are Building—**



**A Greater  
Security  
Tomorrow**

**Security Life Insurance Company of America**

Executive Offices

One Thirty Four North La Salle Street

Chicago

## 45.3% of New Business Added to Insurance in Force

Again the New England Mutual is among the leading companies reporting a substantial part of New Business added to Insurance in Force.

Of the New Insurance issued and revived by the New England Mutual during 1930, 45.3% represented a net gain.



Policies issued and revived . . . . .	24,325
New Business . . . . .	\$137,429,657
Gain in Insurance in Force . . . . .	\$62,300,889
Ratio of Gain in Insurance in Force to New Business . . . . .	45.3%

**New England Mutual  
Life Insurance Company**  
Post Office Square  
Boston, Mass.

## Are you interested?

We have an especially attractive Agency Contract to offer real producers.

Middle West Territory. Liberal Policy Contracts. Standard and Sub-Standard. Medical and Non-Medical. Special Features.

Write T-13, The National Underwriter

## ASSETS GAIN NEARLY 15 MILLIONS

Total Admitted Assets, December 31, 1930:  
**\$148,905,570.40**

Total Admitted Assets, December 31, 1929:  
**\$133,931,890.94**

Gain, 1930 over 1929:  
**\$14,973,679.46**

## Bankers Life Company

GERARD S. NOLLEN, President

Established 1879

Des Moines, Iowa

## ASSOCIATIONS

### President Lackey Optimistic

**Expects Upturn During Last Six Months  
—Must Tackle Problem of  
Conservation**

PHILADELPHIA, May 7.—An optimistic portrait of life insurance for 1931 was painted by G. E. Lackey, president National Association of Life Underwriters, in his address at the April dinner-meeting of the Philadelphia association last week.

Mr. Lackey pointed out the urgent need of tackling the problems facing life underwriters, especially in the matter of conservation on policies where there are loans.

He told his audience that life insurance today looks better than ever before and that he thinks the business will close the first six months of the year even with 1930 and that the second six months will be on the upgrade. He remarked that the life underwriters belonging to the National association write 90 percent of the business although only one out of every ten eligible for membership belong.

Life underwriters, he said, are financial missionaries—missionaries of thrift. Life insurance business today is attracting the best talent in its history.

\* \* \*

### Los Angeles Congress Held

**Over 1,200 Hear L. G. Simon and Other  
Prominent Speakers—Enter New  
Selling Era**

LOS ANGELES, May 7.—The sales congress of the Life Underwriters' Association of Los Angeles last week was attended by over 1,200 underwriters, from all over southern California.

President Roy Denny, Missouri State Life, outlined the purpose of the meeting and gave a short talk on the remarkable growth of life insurance in the United States as compared with the amount in force in other countries. He stated that one of the most important jobs of the life underwriter today is that of conservation—protecting the high regard the public has for the service and protecting the name of the institution that renders the service.

J. H. Russell, Pacific Mutual Life, was chairman of the day. The first speaker was L. G. Simon, president Life Underwriters' Association of New York City. He spoke on "The Challenge of the Future," and told of the changing methods of salesmanship, due to the development of a broader viewpoint on the part of the public in its consideration of the service of life insurance. Following the war, he said, there was ushered in what was termed a second era in life insurance buying, and instead of buying insurance indiscriminately, as had been previously done, the public began to be very discriminating and more selective in buying. This resulted in the life insurance salesman acquiring scientific selling processes. Business is gradually coming to the third era, he said, due to the changing and more complex business structure of this country, and as a result life underwriters are compelled to use a finer degree of salesmanship. The depression in general business, he remarked, has made it harder to accomplish results but in doing this it has developed salesmanship in a more effective manner.

#### Should Develop Proper Clientele

At present, Mr. Simon said, too many life underwriters, especially in the larger centers of population, spend too much time calling on people that nature never intended they should sell, because of their conflicting personalities. In the future the underwriter will develop a clientele among people with whom his

(CONTINUED ON LAST PAGE)

## ACTUARIES

### CALIFORNIA

Barrett N. Coates Carl E. Herfurth  
**COATES & HERFURTH**  
CONSULTING ACTUARIES  
114 Sansome Street 437 So. Hill Street  
SAN FRANCISCO LOS ANGELES

### ILLINOIS

**DONALD F. CAMPBELL**  
CONSULTING ACTUARY  
160 N. La Salle St.  
Telephone State 7298  
CHICAGO, ILL.

**L. A. GLOVER & CO.**  
Consulting Actuaries

128 North Wells Street, Chicago  
Life Insurance Accountants  
Statisticians

**J. Charles Seitz, F. A. I. A.**  
CONSULTING ACTUARY  
Author "A System and Accounting for a Life Insurance Company."  
Attention to  
Legal Reserve, Fraternal and Assessment Business—Pensions  
228 North La Salle Street  
Phone Franklin 6559 Chicago

### INDIANA

**Haight, Davis & Haight, Inc.**  
Consulting Actuaries  
FRANK J. HAIGHT, President  
Indianapolis, Omaha, Kansas City

**HARRY C. MARVIN**  
Consulting Actuary

307 Peoples Bank Building  
INDIANAPOLIS, INDIANA

### MISSOURI

**ALEXANDER C. GOOD**  
Consulting Actuary

807 Paul Brown Building, St. Louis  
and  
800 Securities Building, Kansas City

### NEW YORK

**MILES M. DAWSON & SON**  
CONSULTING ACTUARIES  
500 Fifth Avenue New York City

**Woodward, Fondiller & Ryan**  
Consultants  
Actuarial, Accounting and  
Management Problems  
90 John Street New York

### OKLAHOMA

**T. J. McCOMB**  
COUNSELOR AT LAW  
CONSULTING ACTUARY  
Premiums, Reserves, Surrender Values, etc., Calculated. Valuations and Examinations Made. Policies and all Life Insurance Forms Prepared. The Law of Insurance a Specialty.  
Colcord Bldg. OKLAHOMA CITY



ES

E. Herfurth  
RTH  
RIES  
Hill Street  
ANGELES

BELL  
ARY

CO.  
Chicago

A. I. A.  
for a Life

Business—  
Chicago

nt, Inc.

ident  
as City

IN

ding  
ANA

OOD

St. Louis  
ansas City

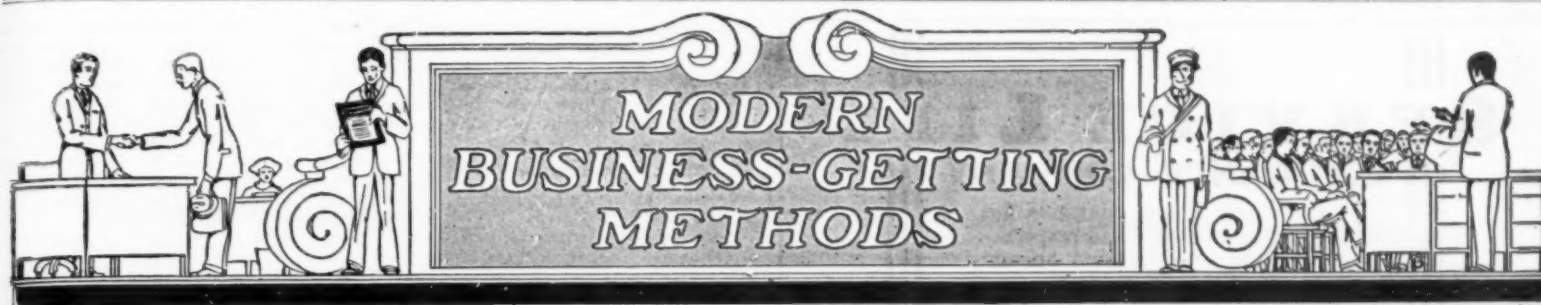
& SON

RIES  
York City

k Ryan

and  
s  
New York

Y  
etc., Cal-  
Made. Full-  
pared. The  
A CITY



## Professor Huebner Explains Why Life Insurance Is Outstanding Investment at Boston Gathering

Prof. S. S. Huebner spoke at the observance of the 10th anniversary of the Paul F. Clark agency of the John Hancock Mutual Life in Boston last week on "Life Insurance as an Outstanding Investment."

"The so-called 'life insurance policy' is a callable, sinking-fund, convertible, collateral trust bond," he said. "It consists of two simple complementary accounts, the one side being an increasing savings and investment account, and the other a decreasing term insurance account. As the investment account grows, the term insurance corresponding declines, until when the investment fund reaches the full face value of the policy (bond) the term insurance will have decreased to zero."

### Sinking Fund Side Represents the Savings

"The sinking-fund side represents the savings and investment account of the policy. A certain portion of each premium goes into this investment account, whereas the balance is required to pay for the decreasing term insurance and

to meet the necessary expenses connected with the operation of the life insurance business. The decreasing term insurance protects the insured's resolution to build up an investment fund of a given proportion against the hazard of losing his savings period through premature death. The investment side, on the other hand, serves to protect the policyholder against his weaknesses in the field of finance. Human beings have two great weaknesses. One is the inability to hang on to life as long as is desired, and this is taken care of through the term insurance, or the 'death side' of the policy. The other weakness consists of the inability to hang on to one's substance, and this is taken care of through the investment side of life insurance. Both sides are, therefore, insurance in the true sense, the one side providing against the hazard of death, and the other side providing against the hazards faced by the policyholder, while he lives, in the effort to accumulate a decent estate.

"The investment portion of the life insurance policy (the sinking or savings

fund) is a 100 percent investment, judging from the standpoint of all the attributes of a gilt-edged investment, and by investment is meant the placing of money to a reasonably profitable use, and on an absolutely non-speculative basis. Life insurance does not give the opportunity for speculation, except on its convertible side. In other words, if the Almighty should convert the policyholder from life to death, the bond becomes exceedingly profitable, especially in its early years, but should there be no conversion, then the life insurance bond rests on its investment worth. Moreover, the bond is a collateral trust bond in that all of the assets of the insurance company constitute one solid entity behind every individual bond issued by the company.

### Sinking Fund Meets Good Investment Requisites

"The sinking-fund side of the life insurance bond meets fully every requisite of a good investment. In the first place it is absolutely safe as to principal, and probably not a dollar of any policyholder's savings has been lost in any legal reserve life insurance company in America during the past quarter of a century. The certainty and reasonableness of the income return is also unexcelled. When computing the investment return it is essential that only that portion of the premium payments

should be regarded as an investment which are mathematically allotted to the cash value side of the insurance. Any investment on the installment plan needs to be protected with term insurance, and it is therefore unfair to include the cost of the term insurance in investment calculations when life insurance is compared with bond investments on the installment plan, or for that matter with any other type of installment investment. When this exclusion is made, the return on the investment element is found to be 5 percent in ever so many cases and in many instances even more.

### Spread of Risks Secured in Life Insurance Policy

"Many other attributes present themselves to the investment mind, and in all cases life insurance meets the requirements to the fullest degree. Thus one hears much of the importance of a proper spread of risk to the individual. Most widely known investments do not permit the average individual to spread his risk sufficiently to obtain the benefit of the law of average, the most important investment law. Life insurance, however, takes the premium payments, be they large or small, and merges them in its total investment account, and this account is spread so widely as to give certainty in the ultimate outcome. Losses which are occasionally encountered are fully compensated for by gains

## An UNUSUAL CONTRACT will be offered to An UNUSUAL MAN

### WHO:

- is a producer
- can organize
- is, of course, honest
- has three years of experience
- is seeking opportunity
- will WORK
- needs no financing
- needs no drawing account or salary
- needs no office expense

### BUT

### WHO:

will accept Home Office help in the appointment of new Agents under him for whom he will not be responsible financially and yet on whom he will receive overwriting Commissions as high as \$4 per thousand and long time Renewals

### THE COMPANY

It is rated "A" by Best

Its rates for Insurance are extremely low  
(Age 35 Ordinary Life Net Cost  
First year per thousand \$17.85)

It writes all latest forms—Participating only—including an improved Family Income form; also Juvenile

Has over \$135,000,000 in force.

### TERRITORY

The Company desires especially to develop Indiana, Illinois, North Carolina and Texas.

### ASSISTANCE

Experienced field men to help the man selected to build a real agency in which the Renewals are NON-FORFEITABLE.

### UNLESS

You have no present connection, or you have a real reason for leaving your present connection and are not at fault yourself, we are not interested. Write fully about yourself. We will not communicate with references until after interview. Write S-32, The National Underwriter.

**WE WANT AN UNUSUAL MAN**

### Openings in the following states:

Alabama Georgia  
Florida Tennessee  
Ohio West Virginia  
District of Columbia

## "WANTED—MEN"

That's the crying need of the business world today. Men of initiative with a goal in life and the determination to carry through its completion. Such men as these, who are needed in the life insurance business, after a thorough training in the Gem City Life methods, will outdistance others. Success today in life underwriting for the untrained man is increasingly difficult. If you are interested in the liberal policies, equitable compensation and sound training of Gem City Life agents write President I. A. Morrisett for complete information.

## THE GEM CITY LIFE

INSURANCE COMPANY OF DAYTON, OHIO

*The Rapidly Growing Company*

## SERVICE LIFE INSURANCE COMPANY

Exceedingly liberal contracts are offered to reputable and responsible agents. An unusual agency proposition is extended in districts where the company is not now represented.

For information write  
B. R. BAYS, President  
JOHN L. OESCHGER,  
Secretary-Treasurer

Home Office: LINCOLN, NEBRASKA

## THE HOME LIFE INSURANCE COMPANY OF AMERICA

### PROTECTS THE ENTIRE FAMILY

Home Life Agents are equipped to serve every need for protection. Modern policies are issued on both Industrial and Ordinary plans from birth to Age 65 next birthday. The Home Life sales-kit means a whole family of potential policyholders back of every door-bell.

There Is a Home Life Policy for Every Purse and Purpose

OVER ONE HUNDRED MILLIONS IN FORCE  
INDEPENDENCE SQUARE PHILADELPHIA, PA.  
(INTERESTED IN REPLIES FROM PENNSYLVANIA AND DELAWARE)

Come to the

## GREAT REPUBLIC LIFE

and Double Your Production by  
Writing Its Wonderful New

### Select Risk Life Expectancy Policy

Guaranteed Low Cost with many attractive features, including Disability, Double Indemnity, Loss of Members and Beneficiary Insurance.

Maximum Protection for Minimum Deposit. Full coverage for the active years of life with extremely liberal conversion privileges.

Liberal first year and renewal commissions paid to experienced life underwriters.

For full information concerning an agency connection communicate with

W. H. SAVAGE, Vice-President  
1300 Great Republic Life Building  
LOS ANGELES, CALIF.

**The OTIS**  
**Conservation**  
**and HANN**  
**Reclamation**  
**CO.**  
**INCORPORATED**  
**Life Insurance**  
333  
N. MICHIGAN AVE.  
CHICAGO

## WANTED

A competent man to handle Life and Health and Accident claims from Home Office or in the field.

Address  
T-47

The National Underwriter

### Los Angeles—"Eventually" with Roy Ray Roberts

The State Mutual Life has undertaken an extensive program of expansion in California. The Los Angeles agency welcomes you and offers modern contracts in an agency using the most up-to-date methods. Write us about our "Adaptation Plans." Roy Ray Roberts, General Agent, State Mutual Life Assurance Company, Roosevelt Bldg., Los Angeles.

in other directions. It might be said that a policyholder who has \$1,000 of cash value with a life insurance company which has 1,000 different investments, has about one dollar invested in each of 1,000 different investments.

### Danger in Individual Selection of Investments

"Again, the average individual is confronted with the great dangers connected with the individual selection of investments. Reliance upon a depository institution, like a life insurance company, removes this danger, because the policyholder is no longer required to make any selection at all, since the life insurance company does the selecting for him. There is also an absolute avoidance of all managerial care in connection with the investment, since the life insurance company takes charge of all these particulars. There is not even the necessity of clipping a coupon. The policyholder is merely required to furnish the wherewithal, and thereafter his troubles are over until the maturity of his contract.

"Purchasers of investments are anxious to know if the investment is readily convertible into cash, especially if they hold the investment as an emergency

fund. After the first few years the life insurance investment is readily obtainable in cash, as was demonstrated so well last October and November. It is also admirably situated with respect to suitability for borrowing purposes in case of need. Moreover, if there is a desire to cease paying installments, the insurance method furnishes full title to every part which has been paid for. This cannot be said of many investments procured through the installment plan, in that they must be paid for in full before full undisputed title is obtainable. Strictly speaking the life insurance method of investment does not represent an installment plan, since each part paid for represents an equity in itself. Yet in actual practice it represents all the convenience of installment investment with the added advantage that, should the investor not live long enough to continue the balance of the installments, these will be fully paid for immediately upon death, and the whole investment realized in full. From the standpoint of tax exemption features the life insurance investment is also unexcelled, and the same is also true with respect to the true attributes of acceptable denomination and acceptable duration."

## NEWS OF LIFE ASSOCIATIONS

(CONTINUED FROM PAGE 18)

personality does not conflict, he will do enough work, he will see them in the right way and he will see the right kind of people. Briefly, the formula to be used is simply this, that the life underwriter of the future will be the one that is using his feet to carry his head to the place where it will do the most good. "Your education in life insurance does not do you any good until you get it before the prospect. I would much rather he had a second class brain and a first class will than a first class brain and a second class will. In using this formula I have one theoretical addition in mind and that is the factor of discontent—the type of constructive discontent that makes a man dissatisfied with the performance of the present and makes him aspire to greater heights of achievement."

### Estate Settlement Stressed

Senator L. H. Roseberry, vice-president and trust department manager of the Security-First National Bank of Los Angeles, who discussed the value of life insurance in providing ready cash to meet the immediate needs involved in the settlement of estates in trust.

At the afternoon session Mr. Simon discussed the subject of "Business Insurance" very thoroughly, illustrating his points with numerous references to actual personal experiences.

The meeting concluded with a spirited address on "Shakespeare, the Salesman," by W. B. Burruss.

The congress speakers also spoke at a meeting of the Life Managers' Club of Los Angeles. Mr. Simon explained the institutional advertising campaign in New York City.

Cleveland.—At the May meeting of the Cleveland association J. W. Yates, general agent Massachusetts Mutual in Detroit, will speak on "Underwriting a Life Expectancy."

Dayton, O.—The thought that business is constantly improving and will continue to improve with the proper individual efforts was stressed at a rally staged by the Dayton association for insurance men from throughout the Miami valley, with about 350 present. Lieutenant Governor Pickrel and Rabbi Louis Witt spoke on the human and economic aspects of life insurance, linking it up with business in general. H. L. Blinn, president of the association, was in charge of the meeting.

The meeting was held in response to the "call to arms" issued by T. M. Riehle of New York.

Tennessee.—The Tennessee association will hold its convention in Knoxville

May 29. W. B. Henderson, state president, has announced.

Tulsa, Okla.—At the May meeting of the Tulsa association nominations for officers were submitted. J. A. McCord of the Penn Mutual was the principal speaker, giving sales demonstrations.

The association agreed to cooperate in the national campaign for May, sponsored by T. M. Riehle.

Lincoln, Neb.—The nominating committee of the Lincoln association submitted two names for each of the offices to be filled, at the May meeting, and next month will choose between these nominees: For president, E. A. Freichs and H. L. Reed; vice-president, Paul Ohlheiser and Fred Mockett; and secretary, H. J. Weeth and O. R. Frey. E. R. Smith, educational director Equitable Life of Iowa, spoke. He stressed the advantages of life insurance over real estate and stock and bonds to men interested in accumulating an estate for mature age.

Omaha, Neb.—Members of the Omaha association are to follow the example of the Lincoln association in seeking to drive out of the field of competition persons holding full time positions in other lines of business who also hold licenses to sell life insurance. The Lincoln association has followed up previous action by filing with the state insurance bureau a list of general agents who have agreed not to ask for renewals of licenses to persons falling within this classification, and formally lodging a protest against renewals to a list of considerable length with a request that if renewals are asked for the persons thereon hearings be set down on the complaints.

South Bend, Ind.—The South Bend association is making plans for a big sales congress the latter part of May. At the last meeting L. J. Ollier spoke as a representative of the chamber of commerce on a plan to stimulate business.

**SW & CO.**  
Insurance Audits Budgetary Control  
**Scovell, Wellington and Company**  
ACCOUNTANTS—ENGINEERS  
10 East 40th Street, New York  
Boston Springfield Philadelphia Syracuse Cleveland Chicago Kansas City San Francisco



s the life  
y obtain-  
trated so  
er. It is  
spect to  
poses in  
ere is a  
ents, the  
l title to  
paid for.  
y invest-  
stallment  
id for in  
is obtain-  
fe insur-  
does not  
ince each  
ity in it-  
it repre-  
stallment  
advantage  
live long  
ce of the  
paid for  
he whole  
From the  
tures the  
also unex-  
true with  
of accept-  
ble dura-

te presi-

meeting of  
tions for  
McCord  
principal  
ations.  
cooperate  
lay, spon-

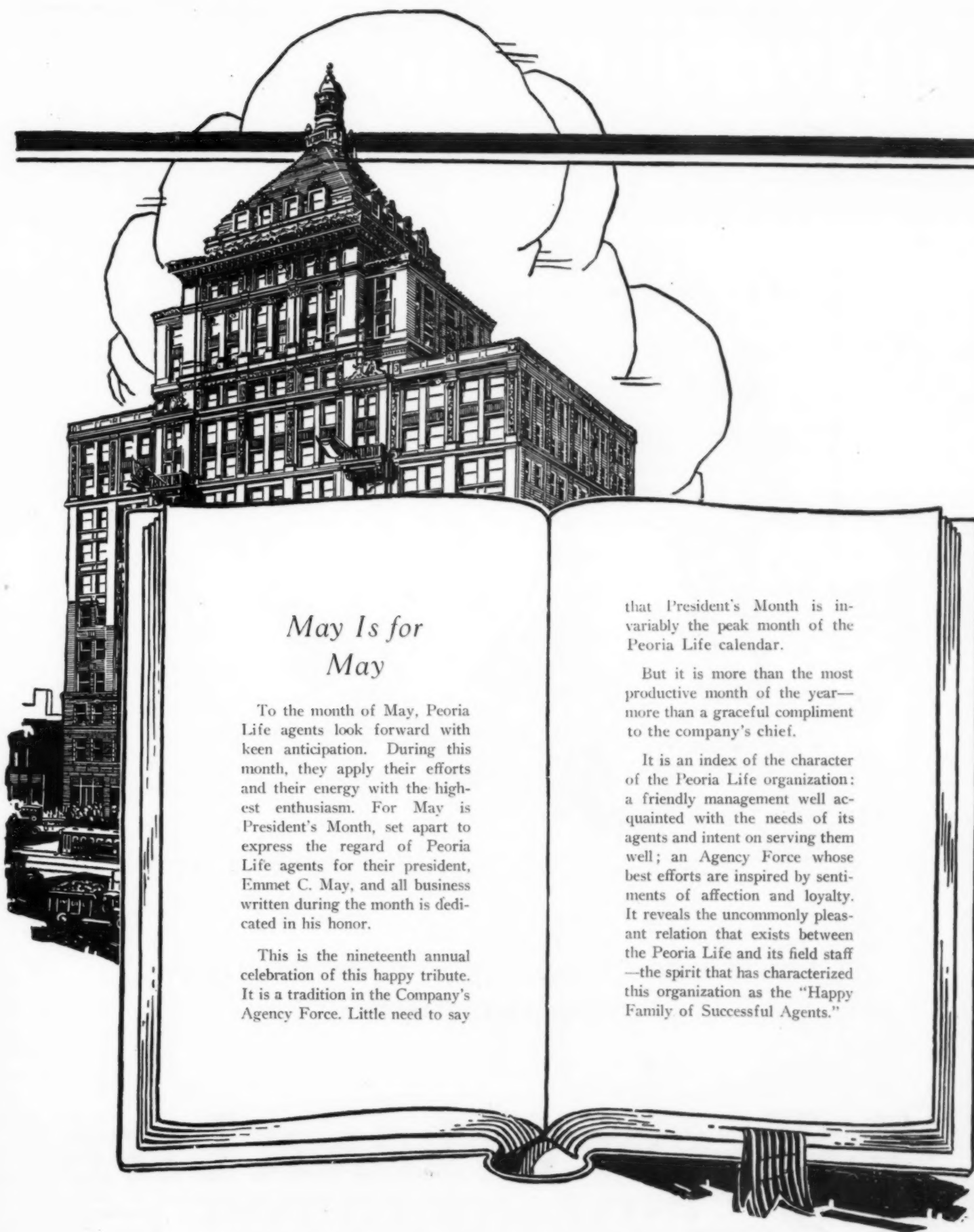
ing com-  
tion sub-  
e offices  
ting, and  
een these  
A. Fre-  
president,  
kett; and  
R. Frey,  
tor Equi-  
e stressed  
ance over  
ls to men  
estate for

he Omaha  
example  
eeking to  
ition per-  
s in other  
d licenses  
incoln as-  
vious ac-  
insurance  
who have  
als of li-  
ithin this  
odging a  
a list of  
quest that  
e persons  
n on the

uth Bend  
for a big  
t of May.  
spoke as  
er of com-  
business.

ary Control

gton

EERS  
Yorkgo  
as City  
ranchise

## May Is for May

To the month of May, Peoria Life agents look forward with keen anticipation. During this month, they apply their efforts and their energy with the highest enthusiasm. For May is President's Month, set apart to express the regard of Peoria Life agents for their president, Emmet C. May, and all business written during the month is dedicated in his honor.

This is the nineteenth annual celebration of this happy tribute. It is a tradition in the Company's Agency Force. Little need to say

that President's Month is invariably the peak month of the Peoria Life calendar.

But it is more than the most productive month of the year—more than a graceful compliment to the company's chief.

It is an index of the character of the Peoria Life organization: a friendly management well acquainted with the needs of its agents and intent on serving them well; an Agency Force whose best efforts are inspired by sentiments of affection and loyalty. It reveals the uncommonly pleasant relation that exists between the Peoria Life and its field staff—the spirit that has characterized this organization as the "Happy Family of Successful Agents."

# Peoria Life Insurance Company

PEORIA, ILLINOIS



A LIFE INSURANCE NIBLICK WILL GET YOU OUT OF THE ROUGH

WRITE FOR GENERAL AGENCY PROPOSITION  
AND TERRITORY

**RESERVE LOAN LIFE**  
INSURANCE COMPANY  
INDIANAPOLIS, INDIANA.

